

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV.

NEW YORK, FEBRUARY 23, 1911.

No. 8

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Penn of Pennsylvania, William the First, under whose hat this is written, was a very successful advertiser.

His advertisements possessed great pulling power, but they were scrupulously honest. Speaking of his land venture, he wrote:

"Because I know how much people are apt to fancy things beyond what they are; and to the end that none may delude themselves with expectation of immediate amendment of their conditions, I would have them understand that **THEY MUST LOOK FOR A WINTER BEFORE A SUMMER COMES.**"

Here is something worthy of serious thought—a great truth which had much to do with a great success, but as applicable to advertising now as then.

In our forty-one years' experience it has been our fortune to pass from advertising experiment to satisfaction with many clients. These will testify that at the outset we told them we had no map of the all-summer route, but that a winter must be looked for ere a summer came.

The good old Keeping-everlastingly-at-it way is still open—and better patronized than ever.

Philadelphia

New York

Boston

Chicago



This is an agricultural country: our money comes out of the ground.

Once the farmer passed most of his profit over to his city cousin; now he keeps it himself. The increased cost of living is largely the farmer coming into his own.

The wise manufacturer is now going direct to the creators of wealth with his offerings. And the results gained from this policy have proven that

Standard Farm Papers

are	The Kansas Farmer
Farm	The Wisconsin Agriculturist
Papers	The Indiana Farmer
of	Field & Farm, Denver
Known	The Farmer, St. Paul
Value	Home and Farm, Louisville
	The Oklahoma Farm Journal
	The Ohio Farmer
	The Michigan Farmer
	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York City

Geo. W. Herbert
Western Representative
First National Bank Bldg.
Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. LXXIV. NEW YORK, FEBRUARY 23, 1911.

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THE NEW REGAL SHOE POLICY—ARBITRARY PRICES ABAN- DONED.

THE TRADITIONAL SET RETAIL PRICES
—LACK OF LOGIC IN THEM—REGAL
BREAKS THE CUSTOM—SELLING
SHOES LIKE BUTTER OR EGGS OR
POTATOES—CAMPAIGN SOON TO
START.

By George Hough Perry.

In all the swirl and rush of modern retailing one archaic custom has stood fast. It lifts its venerable head above the waves of progress and defies them. In an era in which cost-accounting is carried to the one-thousandth of a cent; in an era in which the industrial economist regards with pain every half-mill of advance in freight rates, every fractional per cent in selling cost, every idle half-hour of capital or stock—even in this era of penny-clipping and second-saving the *Traditional Retail Price* has so far escaped attack.

It is difficult to understand why this is so. Surely, in any economic consideration the question of retail price should come early, if not first. The department stores have done something, of course—we are familiar with the 49-cent, the 89-cent, the 98-cent prices. But somehow they have not convinced—probably for the very reason that they are not what they purport to be. In most cases they are themselves arbitrary and traditional—set with slight relation to the actual cost of goods, or to a fixed margin of profit.

Excepting these—if these are exceptions—the *Traditional Price* maintains itself gallantly every-

where. A particularly good example is shown in the pricing of shoes. Omitting occasional job lots and bargain sales, practically all shoes are sold to-day as they have been sold for years, at one or another of half a dozen arbitrary prices, which are always multiples of the half-dollar.

When, for example, have you ever seen standard shoes sold at any other prices than \$2.50, \$3, \$3.50, \$4, \$4.50, \$5, \$6, \$7 and \$8?

You may have sometimes seen half-dollar jumps between \$5 and \$8, but not often. And you have practically never seen a jump of less than a half dollar, in the price-scale of a standard shoe.

Clothing, too. The clothing schedule is not so rigidly fixed and the department stores have done more toward wiping out traditional divisions. But even in clothing the prices on the better grades are rather evenly spaced as a usual thing. The customary scale is \$16.50, or \$18, then \$20, then \$22.50, then \$25, \$27.50, \$30, and \$35. The actual prices may vary in various stores; that is, one store may have suits at \$17.50 instead of \$18, or at \$22 instead of \$22.50; but the jumps between prices average pretty well at \$2 to \$2.50, everywhere.

Take it in men's hats. Here again we find the 50-cent jump almost invariable. Hats are \$2.50, \$3, \$3.50, \$4, \$5.

Consider neckwear. Men's ties are regularly 25 cents, 50 cents, \$1, \$1.50 and \$2. How often do you see "between" prices on neckwear, outside a bargain counter? Every one familiar with retailing can go on adding examples of traditional prices, but the majority of them will be found in wearing apparel.

Certainly wearing apparel is a

necessity of life, and it is hard for me to see why it should not be sold as other necessities are sold. You cannot find "traditional" prices on potatoes, or flour, or coal, or beef. You do not find them in lumber or hardware. You do not find them on bricks, or tiling, or steel. Then why should they exist on shoes or clothing?

Doubtless they are a survival of a looser, easier-going business era, when small change was less common or less carefully counted, when competition, too, was less fierce, and when market conditions and prices on raw materials were more stable.

In the light of modern conditions the Arbitrary or Traditional Price is an anachronism. Worse than that, it is an economic absurdity. Worst of all, it is usually a distinct hardship on the consumer.

When manufacturers reckon cost in mills and profits in pennies, why should the consumer be forced to figure prices in half-dollars?

NEW REGAL POLICY ABOUT TO START.

The Regal Shoe Company is about to announce its abandonment of the arbitrary prices on shoes. The action is radical and will likely cause something of a stir in the shoe trade. The change will be explained to the public in a series of newspaper advertisements, the writer of which has had the perilous task of making an economic argument readable and convincing. The reasoning of the Regal Shoe Company, as expressed in the advertisements now going out, is outlined below, although of course it is dressed in lighter language and is illuminated for popular interest by example and analogy.

To begin with, it is plain that the closer to actual cost a man can buy his shoes, the better for him. It follows that any trade custom that adds unnecessary profit or cost between the factory and wearer is injurious to the latter.

Suppose that a man is in the habit of buying \$4 shoes. Suppose that competition forces the

manufacturer of those shoes to sell them at the narrowest possible profit. Now suppose that leather goes down, to the amount, say, of ten cents a pair. If shoes were sold the way potatoes are, the consumer could get the benefit of that reduction and buy his next pair of shoes at about \$3.90. But the traditional price forbids his getting such benefit in shoes, for the next lower permitted price is \$3.50. The consumer can gain nothing by market or factory economies amounting to less than a *full half-dollar a pair*. This certainly is an economic absurdity.

It may be asked why the manufacturer could not put that ten cents of saving *into the shoes*, giving the purchaser the benefit in added quality, instead of reduced price. He could. Some manufacturers would doubtless try to do this, but to add quality is at best an uncertain and unsafe way to give value which could better be represented in actual money. Besides, the added quality is *unnecessary*, if you assume that the shoes were satisfactory to begin with.

Moreover, it is dangerous to admit that fluctuations in market cost should be represented in the fluctuating *quality* of the product, rather than in fluctuating price. For in that case there is no such thing as *standard of quality*. A \$4 shoe might mean one thing today, and a totally different thing to-morrow. Besides you can *count* your change in money, but you can't always be sure the quality has been added.

And what if leather cost, instead of going down, goes *up* ten cents on a pair? This would force the manufacturer to increase his price and as there can be no change in retail price of less than fifty cents, the former \$4 shoe must be advanced clear up to \$4.50, although the actual market increase is but ten cents! Could economic absurdity be greater?

Again, when prices are fixed arbitrarily the manufacturer must build shoes to fit certain prices, which is putting the cart before the horse. It does not always happen that a new model will fig-

ure out exactly in even money. A good shoe is a carefully balanced composite of more than one hundred parts. Each of these parts must have a definite quality-relation to all the others. It would not do, for example, to use a class "A" vamp with a class "B" sole, or a cheap lining with a costly upper. The shoe as a whole must be in harmony.

Now if the cost of a proposed new model, carefully designed, and in perfect quality balance, with factory profit, selling cost, and retail profit added, figures out at \$3.85, the manufacturer who maintains the traditional price must do one of two things. He must add fifteen cents of unnecessary expense to the shoe to bring its price up to \$4, or he must gouge thirty-five cents of quality out of the shoe to bring its price down to the lower permitted figure, \$3.50. The former would be an unnecessary tax on the consumer, the latter would be to the hurt of the shoe.

The Regal Shoe Company says that hereafter a shoe that figures out at \$3.85 is going to be sold at \$3.85, and traditional prices may go hang. It announces that hereafter the cost of all Regal shoes will be figured accurately, a factory profit of five per cent added, a close allowance for delivery and selling cost added to that, and the sum will be the price of the shoe, whether it figures in "even money" or not.

This gives the purchaser of the Regal shoe the benefit, automatically, of every drop in leather cost and of every factory economy. Increase in cost of materials will be passed on to the consumer, as it must be, but passed on only in the actual pennies involved; not in arbitrary, fifty-cent increases. In other words, Regal shoes are hereafter to be sold just as other necessities of life are sold—at a small, definite, manufacturing and retailing profit over actual cost.

Regal shoes will be designed, just as a house, or a bridge or a machine is designed—to be the best possible combination of factors for the particular demand or

purpose to be suited. Their prices will fix themselves in a manner economically sound. Tradition will not be permitted to influence either quality or selling figures.

This newest phase of the "Regal Idea" is of more importance than may appear at first thought. It may have far-reaching effect in other lines of goods. At any rate, its development will be worth watching.

OPPOSING THE MAGAZINE TAX.

THE PHILIP CAREY MFG. CO.
LOCKLAND, CINCINNATI, O.,
February 11, 1911.

Editor of PRINTERS' INK:

Herewith copy of letter we are mailing our Ohio Senators and Congressmen, in reference to postal bill.

THE PHILIP CAREY MFG. CO.
J. P. Staggs,
Mgr. Roofing Department.

(Copy)

The advertising pages of bona fide national magazines are just as educational as the reading pages for the reason that the advertising reflects the nation's industrial progress. Millions of dollars are annually invested in magazine advertising by American manufacturers for the purpose of increasing their business through letters and follow-up literature which magazine advertising is expected to and does develop. Since millions of dollars are invested in magazine advertising, the Government's receipts from first and second-class postage, produced through advertising, must be tremendously increased.

For the reasons given above, we enter our most vigorous protest against an advance in postal rates for magazines, based upon the advertising pages; furthermore, we feel that such an advance would be discrimination against magazines and in favor of the newspapers. Investigation will prove that newspapers are a greater tax upon the Government than the standard magazines. Many newspapers weigh ten and more copies to the pound. Such papers require ten handlings and ten deliveries for one cent received by the Government, whereas a single copy of a standard magazine, weighing one pound, requires but one handling by the many postal department attaches and but one delivery.

If there is to be an advance in postal rates, there should be no discrimination against publishers and the basis of the advance should not be the contents of the publication, but rather cost of its handling and delivery.

THE PHILIP CAREY MFG. CO.

Harry A. Apple, for two years assistant advertising manager of a Milwaukee evening paper, has entered into a partnership with his brother, Louis J. Apple, in the Apple Advertising Agency.

THE SECOND-HAND AUTO PROBLEM.

HUGH CHALMERS GIVES HIS OPINION—EFFORTS MADE BY MANUFACTURERS TO MEET IT—STEINWAY PIANO EXAMPLE.

"The second-hand motor-car market," writes the advertising manager of a well-known automobile concern, "has been causing manufacturers considerable worry lately."

This is a condition which has naturally and of necessity developed in the auto business. Like all other mechanical apparatus, the auto is sold and exchanged and in general treated as a piece of property. The penalty for introducing many new models is always a large second-hand crop.

The auto manufacturer has been made aware of the acuteness of the problem by the "come-backs" which have resulted because of misrepresentations occurring in the sale of second-hand cars of his make. A purchaser who is "stung" with a heap of junk as an auto is severely prejudiced against the trade-mark which is on it. Manufacturers have, therefore, seen the need for taking the matter up in their own hands for the sake of the general reputation of their trade name.

An interesting parallel is afforded by the piano business. A very large proportion of sales of new pianos involves the taking in exchange of second-hand and, often, of worn-out instruments. These are never retired or broken up for junk, but are forced out into the market for whatever they will bring. Thus manufacturers and dealers, in selling new pianos, have to compete with a constantly increasing number of second-hand instruments. Moreover, the allowance which the dealer makes on a second-hand instrument is frequently so large as to be equivalent to a material cut in the price of the new piano. The trade recognizes the condition as unhealthy and as a constantly growing menace but no solution of the problem has yet presented itself.

Automobile recently secured opinions on the second-hand auto problem. Hugh Chalmers said:

I have thought of another plan which might be tried in connection with second-hand cars. My idea would be to form an association of manufacturers, admitting only those who build standard cars. This association would be in the nature of a big insurance company. Each manufacturer would pay a certain tax on each car that he built. As this car was sold the purchaser would be told that for the payment of a premium annually his car would be insured against all breakage and eventual total disability.

When an owner had an accident the damage would be estimated just as the insurance companies of the present day estimate personal injury, and he would be compensated for the cost of repairs. When his car became totally disabled instead of being patched up and eventually sold as a second-hand car, it would be thrown on the junk heap, the manufacturers' insurance company standing the loss out of the tax paid by the various members.

At the present time the country is accumulating a vast stock of second-hand cars, many of which are really valueless as automobiles and have a tendency to convince prospective buyers that motor cars are risky investments. This should not be. There is no reason why an automobile, like any other piece of machinery, should not eventually wear out. When a car has delivered in service a satisfactory return upon the original investment it do not see why we should not acknowledge it as worn out and cast it aside.

The insurance plan which I mention would take off the market all of the worn-out cars. If anything of value remains in these cars they could be sold as scrap iron and, perhaps, the material in them could be remade into material available in some phase of manufacture.

CEDAR RAPIDS AD CLUB HAS A BOOSTER SONG.

That the power of a good business letter and the weight its appearance and construction carries in the commercial world, was pointed out in a logical way at a meeting, February 10, of the Cedar Rapids (Ia.) Ad Club.

Charles R. Wiers, advertising manager of the Larkin Company, of Buffalo, and H. Walton Heegstra, advertising counsellor for the John V. Farwell Company, of Chicago, were the speakers.

The booster spirit in the air was given a fresh impetus when an original booster song, written by Henry S. Ely, advertising manager for J. S. Anderson & Son, was sung to the tune of "A Hot Time in the Old Town Tonight."

The club now has 110 members.

The Duntley Vacuum Cleaner Company, Chicago, will start, on March 1, a \$100,000 advertising campaign in newspapers and magazines.

The Fairest Auto Contest

ever conducted and one which will sell a record breaking number of cars in the Northwest has just been started by



in the interests of all advertisers of automobiles and automobile accessories who have used that paper prior to May 1, 1911.

The offer is to give any \$1,000 car which is advertised in The Farmer, or \$1,000 in cash toward the purchase of any automobile so advertised, to the person securing the largest number of subscriptions for The Farmer prior to May 1, 1911. The person securing the second largest number of subscriptions will receive any \$500 automobile advertised in The Farmer, or \$500 toward the purchase of any automobile so advertised. If the first prize winner selects a car costing less than \$1,000 the balance will be made up in accessories, tires, etc., which are advertised in The Farmer, the same being the case with the \$500 machine.

The publishers of The Farmer have given away more than \$100,000 in cash prizes to agents, and they know how to conduct these contests successfully both from the standpoint of securing subscriptions and to the satisfaction of the agents. We always use a series of page advertisements not only in The Farmer but in other well known farm papers and are, in fact, the heaviest advertisers for subscriptions among all the publishers of farm papers in the country, with the possible exception of one Eastern paper of national circulation. We use nothing but full page advertisements.

There will be in the neighborhood of 3500 contestants who will scour the Northwest, calling upon farmers and bringing to their attention not only the paper, but also automobiles and accessories advertised in its columns. This contest will be a great stimulus to the sale of automobiles in the Northwest.

The first page advertisement announcing the contest appeared February 4th.

The Farmer St. Paul, Minn.

Sworn Circulation 140,000 Copies Every Week.

Chicago Office:

Geo. W. Herbert,
Manager,
First Nat'l Bank Bldg.



New York Office:

Wallace C. Richardson, Inc.,
Manager,
41 Park Row.

Member Standard Farm Papers Association.

THE "NEW MODEL" AS ADVERTISING BAIT.

AN INQUIRY INTO THE MERITS AND DEMERITS OF BRINGING OUT IMPROVEMENTS IN ORDER TO STIMULATE INTEREST—HOW NEW MODELS RENEW AN OVER-SUPPLIED DEMAND—THE VIEWS OF MANUFACTURERS.

By Lynn G. Wright.

Suppose a mediæval manufacturer should come to life and look into some modern American selling practices, which we to-day accept as normal and inevitable. What would impress him as the most interesting and forceful argument in this tremendous modern struggle to sell goods? Could he escape the conclusion that it could be phrased in three words: "It is new"? And could we blame him for being perplexed at this stampede for "the up-to-date model," "the very newest pattern" and "the latest word from Paris," considering the fact that he comes from an era when novelty was a rarity, when life seemed one dead level of "nothing new" in clothes or food or vehicles? He would set off the calm and unhurried processes of supplying wants in his own time against the modern rush, when new models and designs of typewriters, and automobiles and hats crowd their short-lived predecessors into the rubbish heap and are themselves out-dated and rendered unsalable by improvements and novelties that arise a month, a season, or a year later.

Is the present-day manufacturer, who is scratching his head frantically half the time endeavoring to produce and herald abroad that he has "something that is newer than anything else"—is he wasting energy or is he conforming to a fundamental commercial truth?

A manufacturer would quite honestly say that he is compelled to keep issuing new patterns of his specialties once, twice or three times in a while because the public demands it. He would say that it is like trying to shoot a boat up the rapids, to cling steadily to his

present pattern in the face of the powerful modern demand for "the latest thing." He pictures himself as being the helpless instrument of avaricious demand. The demand for new models, "something new in your line, right up to the minute," goads him to extend himself strenuously to satisfy it, and he may consider it an unreasonable, wasteful foible which he would fight "if he were strong enough."

Yet there is considerable evidence to support the layman's suspicion that some manufacturers are turning this hunger for something new in a staple article to marked advantage. The people of this country buy annually from \$130,000,000 to \$200,000,000 worth of ready-to-wear garments. This industry ranks second only to that of the steel industry. "Fashion" is here the magical word. It issues



Will Delight Discriminating Women

Such an Exposition will delight you. Your Store Show Room, New Customers, New Profits.

Every retailer who seeks an effective stimulant for the sluggish action of his corset department will find it in a Special Exposition of the G-D Juvenile Corset Models. For the ability to satisfy irreversibly results in the ability to succeed. Our magnificent new home at the address given below—fifty per cent larger than the quarters we occupy—is a lasting testimonial to the worth and standing of the G-D Juvenile Corset.

With these newer facilities and increased capacity, we shall likewise broaden our output. With that end in view, we are going to provide the retailer with new methods of storing his G-D Juvenile stock still faster—methods we have never given him before. Will you let us help YOU, to bigger sales and bigger profits this year than you've ever made? If so, write quickly to

Gage-Downs Co. 1736-1738 N. Dearborn Chicago

STRIKING THE NOVELTY NOTE IN WOMEN'S APPAREL.

its decrees, with the seasons frequently, and certainly with the year. A garment manufacturer would be sure that he was entering his dotage should he allow one fall's fashions to duplicate those of the preceding fall, or any one season those of the preceding season. Why? "Because," any one will tell you, "a new fashion makes unsatisfied

again all that demand which has once been filled, only a year or a season before." It is incredible to suppose that all of these older garments have been worn beyond all usefulness. As a matter of fact, the average woman knows that if Dame Fashion did not decree a change in style—the shortening of a feather on the hat, the raising or lowering of the waistline—she would not have to spend money for additional clothes, as those she has are usually still fairly good. A well-known woman predicted the other day that fashion and swift-changing styles would cease their exactions and impositions in the next decade.

Doubtless a certain percentage of the buying public would be peeved did not the new seasons bring in new styles, necessitating a purchasing of new garments and a retirement of the old ones. Also doubtless another percentage, and perhaps a larger one, greets new fashion announcements with sinking hearts, helpless to escape the heavy levy which the change makes upon their exchequer. The manufacturers are supplying a real demand in the case of the former; but they are *creating* a demand in the case of the latter. If, through some commercial miracle, new fashion decrees should be issued only once in two years instead of four times a year, manufacturers by the score would have to close their doors. Being forced to rely merely upon a normal demand, unstimulated, production would be heavily cut down.

A wholly uninfluenced purchaser would not "repeat" his purchase until the clothes he had were worn to the limit of respectability. A cry of dismay would go up from among the shops of the milliners, the factories of the cloth-makers, and the offices of the retailers the country over if "repeat" orders came in purely as the result of necessity.

The industry has learned the trick of securing "repeat" orders in from one-quarter to one-half of the theoretical normal period. It is an ingenious kind of intensification of demand possible only in a society that meekly bows down to

what "they" say is the latest, and therefore best, thing to wear. Though obedience means a mortgage on the barn or the garage, the great god "They" must have obedience. Failure to recognize the mandate means to be out of style and to lack "smartness." It would require the united efforts of a small army of statisticians to determine even approximately how many wearers of clothes actually desire these quick-changing fashions and how many do not. If, as is believable, the latter are in the majority, the ready-to-wear garment makers



Every Continent

of the Globe is represented in the new Remington Typewriter offices opened during the year 1910.

The Remington organization is the greatest typewriter organization on earth, and it continues to grow, keeping pace with the growth in popularity and sales of the 10 and 11 models of the

**Remington
Typewriter**

Remington Typewriter Company
New York and Everywhere

**REMINGTON'S SOMEWHAT RELUCTANT CON-
CESSION TO NEW MODEL DEMAND.**

would suffer to the extent of about \$100,000,000 a year, were they not able consciously to exploit the modern desire for novelty, powerfully aided by Fashion's edict of "You must, or be out of style."

Do manufacturers in other fields issue new models and patterns with the aim of intensifying the demand and of making available again as selling prospects those who have once bought? Particularly is this a consideration in the mind of the typewriter manufacturer who issues his machines in a series of models?

The question divided even the expert typewriter merchandisers. Some maintained that such a con-

sideration did obtain; others contended that it did not.

H. S. McCormack, inventor of the typewriter tabulator, etc., former typewriter salesman, now president of the International Office Equipment Bourse, New York, satisfied himself that the typewriter sales would languish noticeably should a long period elapse without an announcement of a new attachment or a new model. What does the salesman most appreciate when he faces a possible purchaser who is also considering other machines than his own? Some new wrinkle that the others haven't, Mr. McCormack says. It has been proved again and again in the field that even a feature like the combination red and black ribbon (really of negligible value) is a forceful and resultful "talking point." Changes in every line have crowded upon the heels of changes so fast in the last hundred years that a buyer to-day instinctively feels that the newest *must* be the best. A man who has bought an old model of a typewriter is frequently the easiest to sell a later model; not because his machine has worn out, but because he just wants the latest pattern.

A New York salesman, with a long typewriter experience, analyzed the proposition and argued forcefully that it is exceedingly poor policy to attempt to issue new models, in the hope that by so doing former buyers would become new prospects.

"A typewriter manufacturer cannot afford to give much energy to renewing old patrons. Why? Because the undeveloped sales in this country are amazingly large. This typewriter business is only beginning. The largest market, the home, has as yet hardly been touched. Even in America here, where so many typewriters have already been sold, the race is yet to be run. And abroad, the sales are the merest fraction of what strong sales work will make them. Some countries are using only about two per cent of the number that they eventually will be. It is not worth while to exploit for a new model those who have previously bought.

One typewriter company that has not changed its model for ten years expects in 1911 to make and sell 100,000 machines. It has urged quality, ease and durability always as its leading arguments and had not the talking point of a new model."

It is to be remarked, however, that the company to which this man referred is among the most conspicuous in yielding to the demands of its salesmen for new attachments and new features that, while not constituting a new "model," do play an important part in the selling. The Royal is an example of a machine which has no serial models. A new noiseless typewriter is being put upon the market with absolutely no model number.

While a desire to resell old customers may obtain to a moderate extent in the typewriter field, competition rather than a desire for "repeat" orders evidently actuates radical improvements. A heavy falling off of sales upon older styles invariably follows the announcement of a new model; the depreciation is often as high as \$35 a machine. The factory suffers most heavily. New dies, etc., have to be cast, and old ones destroyed. Old users wishing the latest come forward asking a large allowance for the old machine.

The manufacturers of a certain high grade mechanical specialty for grocerymen cold-bloodedly put out a new pattern as often as the mechanical department can produce "improvements. As soon as a new model is ready, salesmen take the lists of old customers in hand and first approach them with a "trading in" proposition. The specialty sells for \$100. Allowances for old models are as much, often, as \$30. But the company makes a nice profit on the transaction nevertheless. It is a matter of record in the office that it costs twice as much to sell a man who has never purchased the make before as it does to induce the former buyer to replace the old pattern with the improved one.

Automobiles? The manufacturers' sales managers will ridicule the suggestion that their yearly

change of model has any such end in view as to renew the demand of one-time buyers. They will describe the bewildering market of new buyers ahead and affect to scorn the "little" patronage that would come from an effort to resell the owners of old type cars. It has been common humorous comment in the auto field for several years that the "new models" are made by changing the color of the paint, or tilting the seat a few degrees, or shifting the position of a rod arbitrarily.

Yet one of these men in an unguarded moment described how a motor enthusiast becomes all loyalty the moment he buys a particular automobile. The fact that, after long deliberation, one has committed himself to the machine works to make him a Peerless, a Brush, a Pierce, or a Columbia enthusiast. He will read the advertising of his company with avidity, go a long ways to see its shows, devour the news of improvements, interview the president, the vice-president or the manager. And he will eschew with contempt the publicity and the promotion efforts of other companies. He has become one of the "family" of loyal and persistent "rooters." The salesman asserted that this was one of the interesting phenomena peculiar to his business. And yet, in the face of this fierce interest, he derided the query as to whether the automobile manufacturer had this "family" in mind when he issued his annual model, which he usually marks, in hood or otherwise, with the prominent mark of a new style.

It is not to be overlooked that full use is made, in the advertising, of the advent of new models of any kind. While it is unthinkable for a moment that a manufacturer would go to the heavy expense of changing his model merely to give a "news" interest to his copy, this is nevertheless a valuable by-product when a change is made. Even though arguments about quality, durability, and general all-round excellence are very admirable, one man stated that "news" copy of this kind always produces a very marked stimula-

tion of interest among consumers.

New patterns and models should naturally appear in answer to a demand for something better and more serviceable. Instances are not lacking, however, showing that manufacturers do occasionally "force" the process, not because an improvement is imperatively called for, but because they know that a new model is generally regarded as the sign of a progressive "live house" and because it does to an appreciable extent renew a demand that has once been supplied.

ELVERSON, FAMOUS PUBLISHER, DEAD.

James Elverson, publisher of the *Philadelphia Inquirer*, who rose from a telegraph messenger boy, died February 10. He was born in England seventy-three years ago.

Mr. Elverson early went to work in Newark for the old Magnetic Telegraph Company. At the beginning of the Civil War he went to Washington to be manager of the American Telegraph Company. He came into close contact with President Lincoln and his secretaries.

In 1865 he moved to Philadelphia, where, with a newspaper associate, he established the *Saturday Night*, a paper devoted to municipal interests. The next year he turned *Saturday Night* into a story paper, getting control of it in 1879. It was of the family paper style, and attained a circulation of more than 300,000 copies.

In 1880 Mr. Elverson established *Golden Days*, a weekly for boys and girls, which also attained a large circulation, and nine years later he obtained a controlling interest in the *Philadelphia Inquirer*, a two-cent morning paper. He made over the paper and reduced the price to one cent.

Mr. Elverson is survived by a widow and two children—Col. James Elverson, Jr., secretary and treasurer of the *Inquirer*, and a daughter, who in 1894 was married to Jules Patenotre, then ambassador of France at Washington.

PROPOSED LEGISLATION OF OUT-DOOR ADVERTISING IN PENNSYLVANIA.

One of the bills affecting Philadelphia now pending in the legislature is that which authorizes all cities and towns in the state to provide for the licensing and regulating of outdoor advertisements.

The bill is so sweeping in character that every form of advertising by billboards, signs or wagons is said to be included in its scope. It is understood that Mayor Reyburn is opposed to many forms of fence and sign advertising.

WHY ADVERTISING SHOULD BE ADVERTISED TO PUBLIC.

CO-OPERATIVE CONSERVATION OF PUBLIC INTEREST AND FAITH IN ADVERTISING NECESSARY—PUBLISHER'S AND ADVERTISER'S INTERESTS IDENTICAL—GETTING AWAY FROM KNOCKING AND UNFAIR COMPETITION.

By F. H. Newman.

Asst. Treasurer, Sealshipt Oyster System and Chairman Propaganda Committee, Association of National Advertising Managers.

The cost of magazine and newspaper advertising in the United States in 1910 was approximately 200 millions of dollars, or about one and one-half per cent on the thirteen billion dollar cost of all goods sold for family consumption.

Whether this is a direct and increased charge against the cost of living and goes to make up a small part of the increase of twenty-five to thirty per cent which it is figured living costs have gone up in the last few years, or whether it has actually effected a saving in distributing costs, will not be dealt with here.

It seems certain that advertising has increased the cost of distributing some kinds of products and has had the opposite effect on others; that on the whole it has not added perceptibly to the cost of living except as its educational force has disseminated a knowledge of and created a desire for new or improved products. However there is no question as to the amount which is being paid annually for advertising. That is a hard, cold fact.

Nor is there any question as to the desirability of continuing and even increasing this advertising to further extend distribution. The only question is as to the best means of conserving the largest possible portion of the value of this advertising expenditure and in giving it the greatest efficiency in cheapening distribution.

It is a problem which no individual alone can solve, but it is one which can be solved by a

large association of representative advertisers working with their advertising agencies on and with newspaper and magazine publishers. This was one of the ends in view in the recent organization of the Association of National Advertising Managers, whose work has barely started, but which already numbers among its members a considerable number of the largest advertisers in the country.

Many individual advertisers have been working to that end by making the statements in their advertising always within the truth. Certain magazine publishers have been working to the same end by excluding from their advertising pages all advertising of a questionable character; and with excellent results.

But why should not the idea be carried to its logical conclusion by every magazine and newspaper desirous of increasing its advertising? Why should not every publisher not only exclude advertisements containing lures for the gullible, which discredit all advertising, but also devote not less than one page in every magazine and one column in every daily paper to advertise the reliability of the advertisers to whom he sells space, and whose trade-marked wares his periodical is expected to help distribute?

Such a course would do much to lend effect to the advertising of reputable advertisers of trade-marked goods, who are the largest space buyers. It would result in bringing into the advertising field banks and other extra-conservative institutions whose objection to advertising is based on frequent overstatements and distortions of advertising now frequently run and which might appear in parallel columns and seemingly in competition with their own conservative announcements.

It would result in the securing of the confidence of a portion of the buying public who still look with suspicion on advertised goods. It would result in increased advertising appropriations for such publications and the sale of more space by publishers be-

cause advertisers would find a larger audience who are interested in and understand the reliability of advertised trade-marked articles.

Rates are established at present on circulation basis, but space is purchased with as much regard to the quality of the circulation as on quantity. Every publication is largely dependent upon the returns from its advertising pages for its continuance, and any new interest it arouses in its readers toward its advertisers is reflected more surely in its growth than any other improvement it can make.

In many respects the interests of the publisher and the advertiser are identical in this matter of advertising advertised goods. Whether the publisher places his advertising in his advertising or editorial pages it can be made of surprising news value to the reader as well as advertising value to the advertiser if it touches fairly on that greatest spot of soreness to the national advertiser, i.e., the substitution for trade-marked, advertised brands of untrade-marked or unadvertised brands put up for the purpose of coming close enough to the standard for sterling quality set by the advertised and trade-marked brand, to get by.

Of course such a campaign for the advertising of trade-marked, advertised brands would not be of the nature of a "knock" on unadvertised or untrade-marked goods; but it might well be put on a basis to show up the methods employed by numerous trade pirates who try to see how near they can come to exactly imitating every new advertised product which is got out. Some of them sometimes come a little too close in the matter of imitation of labels or marks and then the law tries to give the originator his rights.

One of these cases was decided some little time ago by a judge who showed a keen realization of the impositions constantly practiced upon producers of advertised articles, when he said: "It is a curious fact that so many manufacturers of proprietary arti-

cles, when confronted with some well-advertised trade name or mark of a rival manufacturer, seem to find their inventive faculties so singularly unresponsive to their efforts to differentiate. Thus, in one case, with the word 'Cottolene' before him, defendant's best efforts at differentiation resulted in 'Cottoleo' and 'Mongolia' seemed to another defendant entirely unlike 'Magonolia.' The manufacturer of the articles which defendants in the case at bar are selling seems to have had no better luck, for, with the word 'Unceda' before him, his device to avoid confusion was the adoption of the word 'Iwanta.' The incessant use of the personal pronouns in daily speech has associated in every one's mind the sounds represented by the letters 'I' and 'U,' the two words are of precisely the same length; both end with the same letter, 'A,' and both express the same idea, namely, that the prospective purchaser's personal comfort would be promoted by the acquisition of a biscuit.

"Both name and dress are clearly calculated to mislead, and the statements that both were adopted with an eye simply to differentiation strain the credulity of the court beyond the breaking point."

But there is a great deal that the law cannot do, which a vigorous campaign of advertising of advertised articles by magazines and newspapers might do very effectively, and the result would be of lasting benefit to the publishers, the advertiser and to the consumer who wants what he wants when he wants it.

No other policy is so well calculated to give the buying public an added confidence in advertised goods and thus tend to conserve the large annual advertising expenditure and to render it more efficient as a means of extending and cheapening distribution.

EDWARD C. THURNAU DEAD.

Edward C. Thurnau, at one time publisher of *Office Appliances*, a trade magazine, and advertising manager for *System*, died February 1, at Denver. He was widely known in office equipment circles.

In the March Issue

The Red Book Magazine

Presents the Greatest list of Featured Authors ever brought together between two covers.

THE RED BOOK

MAGAZINE

EDITED BY KARL EDWIN HARRIMAN

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TERMS. \$1.50 a year in advance. It costs a number. Foreign postage \$1.00 additional. Canadian postage 50c. Subscriptions are revised by all correspondents and contributors, or may be sent direct to the Publishers. Remittances must be made by Postoffice or Express Money Order, by Registered Letter, or by Postal Note of 2-cent denomination, and not by check or draft, because of exchange charges against the latter.

IMPORTANT NOTICE. Do not subscribe to THE RED BOOK MAGAZINE through agents unknown to you personally, or you may find yourself defrauded. Many complaints are received from people who have paid cash to some swindler, in which event, of course, the subscription never reaches this office.

THE RED BOOK MAGAZINE is issued on the twenty-third of the month preceding its date, and is for sale by all newsdealers after that time. In the event of failure to obtain copies at news stands, or on rail-road trains, a notification to the Publishers will be appreciated.

Advertising terms close three weeks prior to the time of issue. Advertising rates on application.

THE RED BOOK CORPORATION, Publishers, 158-164 State Street, CHICAGO
LOUIS BOKSTEN, President CHARLES M. RICHYER, Business Manager

RALPH K. STRASSMAN, Advertising Manager, 1172 Fifth Avenue Building, New York
R. M. PUEBLER, New England Representative, 231 Devonshire St., Boston
LONDON OFFICES, 1 Rembrandt St., Covent Garden, London, W. C.
Entered as second-class matter April 5, 1905, at the postoffice at Chicago, Illinois, under the Act of Congress of March 3, 1879.



Primer points which every advertiser ought to ask every publisher

5

Does your circulation fit?

Let the Circulation Manager answer that question for you.

"When I took up the circulation work for Good Housekeeping Magazine 10 years ago I had served my apprenticeship as a cub in the publication field. A part of my job has been to keep in closest touch with the editorial policy. Editor Tower and I have worked hand in glove. I have had to sell the 'goods' produced by his department. It hasn't been a question of finding women to take the magazine in the first place, but to find women who realize what home-making and housekeeping mean in the biggest sense and want to take the magazine permanently.

"Ours hasn't been the policy 'A reader is a reader.' We have gone slow intentionally and built on hard pan. That policy has continually proved itself right. Therefore, it is our fixed policy."

There is no waste to this circulation

GOOD HOUSEKEEPING M A G A Z I N E

The Largest Class Publication in Any Field

COMMERCIAL SALES METHODS APPLIED TO CHARITY.

HOW ORGANIZATION AND SYSTEM WORKED TO BREAK ALL RED CROSS CHRISTMAS SEAL RECORDS—SALARIED EXECUTIVES EMPLOYED ON A MAKE-GOOD-OR-GO BASIS.

By J. W. Binder,

New York Salesmanager for Red Cross Stamps; Formerly Salesmanager Dictaphone Company.

Billy Sunday, I believe, was the first man to apply the card index to the salvation of sinners. His success is a standing testimonial to the efficiency of modern methods of business organization in connection with religious work as well as in ordinary commercial procedure.

In conducting the sale of Red Cross seals for the Charity Organization Society during the month of December just past, I believe that for the first time in the history of raising money for a charity these same principles were successfully applied. The entire campaign was put on a business basis—a basis where each man engaged in it had to "make good" or quit.

I was called from the midst of a campaign of sales organization having to do with the working out of a plan to sell legitimate securities—stocks and bonds—by mail to take charge of the Red Cross seal campaign. My contract with the Society bears date of November 11. The sale was to open on December 1. The job was to organize a staff of men and women who would place in the territory of Manhattan and the Bronx, prior to December 1, 1,800 sales agents who would give their time and attention to selling the seals. Their cupidity could not be appealed to. There was no profit for any one in the sale. Besides securing the agents, it was necessary to put up, count, check and deliver to each of the agents a package of seals and advertising matter prior to the first of December.

The work has been of unusual interest to me. My previous work in sales organization always had to do with campaigns in which the commercial, profit-making features were necessarily prominent. It has been a novel experience to engage in a work where these features were replaced entirely by pure philanthropy—the inherent desire to do for others which is part of all mankind to a greater or lesser degree.

The campaign opened formally on the eleventh day of November and closed on the thirty-first day of December. Headquarters were kept open until the ninth day of January, the last week being spent in collecting the cash from consignment accounts.

The organization was divided under three distinct heads, the first having to do with sales, the second with delivery of seals and advertising matter, and the third devoted to publicity.

The first and most important of these was, of course, the sales end. Four days were spent in organizing a sales force, consisting of ten men, and in dividing the territory, Manhattan and the Bronx, into ten districts, in each of which a salesman was placed. The duty of these salesmen was to secure sub-agents to sell the seals. For this purpose they were supplied with a regular book of contract forms in duplicate. These contracts were signed by some person in authority at the stores of the sub-agents and a copy of the same left with the agent. The second copy was turned in to the salesmanager by the salesman with his report in the evening. The work of each of these salesmen was carefully followed and they were required to produce results just the same as if they had been selling an article of merchandise.

Prior to starting these men on their sales campaign, they were gathered around a table at headquarters and the purpose of the campaign was explained to them in brief addresses by Mr. Mann, secretary of the committee, and by the salesmanager. They were

given facts and figures, both as to the work of the committee in the past, and as to the disposition to be made of the funds realized from the campaign, so that when they went out to meet their prospective customers, they were fully informed and able to answer intelligently any questions that might be asked them.

The work of soliciting sales agents throughout the entire city actually began on November 16. Between that date and November 28, 1458 sub-agents had been secured, to whom a total of 2,498,600 seals were consigned. These sales agencies included a number of chain stores and public service corporations. Notable among these was the splendid selling organizations of the United Cigar Stores Company, the use of which was granted us through the courtesy of H. S. Collins, vice-president and general sales-manager of that company. Ward & Gow sold the seals at every news-stand along the lines of the elevated and subway; Childs' restaurants, forty-two in number, were also in line, while the stores of Brill Brothers, Rogers, Peet & Company, Regal Shoe Company, Browning, King & Company, Huyler's, Davis & Kline Cigar Stores and many others of like nature helped in the sale.

The campaign up to November 28 was almost entirely confined to securing sales agents, that is, stores to whom stocks of seals were consigned for re-sale. During this time, although no special effort in that direction was made, cash sales amounting to 171,650 seals were made by the salesmen. On November 28, the entire sales force was withdrawn from the field and concentrated on the work of packing the seals and supplies for the consignment agents and delivering the same to their stores. When it is recalled that there were nearly fifteen hundred of these consignment agents, and that it was necessary to make delivery of seals and advertising matter to each one so that the sale might begin

throughout the territory on December 1, a slight idea will be gathered of the magnitude of the task. The sales force, together with the entire office staff worked almost continuously for two days and a night packing the seals and making the distribution. Notwithstanding their faithful efforts, however, it would have been impossible to have made the delivery if it had not been for the cordial co-operation given by a number of the leading automobile manufacturers and sales agents in New York City. A personal visit was made to each of these and the case laid before them frankly with a request that they loan the committee one of their cars and a chauffeur for a day or two. Their response was most generous. As a result, six motor cars, each manned by a chauffeur and two of our own men, covered the entire territory in two days, so that on December 1 every one of the sales agents was supplied with seals and advertising matter. The motor cars used in this distribution were the following: Maxwell, Lozier, Peerless, Ford, White, Reo, Overland, besides several cars loaned by their individual owners.

After the seals had been distributed and the sales campaign opened, the men composing the sales force were sent back into their respective territories with instructions to make a canvass of every business house, factory and manufacturing establishment for the sale of seals for cash. This work was carried on until December 24, when the force was disbanded.

Synopsized, the results achieved by the sales force are as follows:

They wrote 1,830 original consignment contracts, aggregating a total of 3,118,350 seals. They wrote 403 cash sales (C. O. D.) aggregating 314,020 seals. Out of the 1,830 original consignment contracts written by the men, 446 re-ordered seals, either by mail or telephone. The total of the re-orders reached the astonishing figure of 1,116,220 seals. The

men composing the sales force were, without exception, men of high caliber and they worked with a zeal and fidelity that was remarkable.

Of the agencies used in this campaign as part of the sales organization, one of the most effective, aside from the personal solicitation by the sales force, was the system of booths. There were ten of these in operation throughout the city, each in charge of a salaried attendant. Two booths were opened on December 5 and one or two daily thereafter until the entire number was in operation. In some instances the companies giving up space furnished their own booths, decorated to harmonize with the other fittings in their establishments. In the majority of cases, however, we used a specially designed booth, built and decorated at slight expense by the committee. The locations of the booths were as follows: The Wanamaker Store, Gimbel Brothers, Macy's (2), General Post Office (2) downtown, Plaza Hotel, New York Life Building, Post Office, 45th St. and Lexington Ave., Hudson Terminal Post Office, Metropolitan Arcade, Cement Show, Madison Square Garden, Nyanza Pharmacy.

The general operation of the entire booth system was in charge of a member of the sales-manager's staff. Daily reports covering each booth were made by him, and at the close of the campaign a detailed report synthesizing the operation of the entire system was compiled.

In the order of the results attained, next in importance to the booths, was the use of circular letters. The letters employed were of two kinds: First, those sent individually to wealthy men asking them to buy and use a specific number of seals personally and on the mail of corporations in which they were interested; second, printed circular letters sent to lawyers, physicians, real estate men, ministers and society women, each letter signed by leading men and women of the

Wherever **THE LADIES' WORLD** circulates, its advertisers do business.

In New Mexico, as in every other locality, **THE LADIES' WORLD** advertising columns are used as an index to household improvements. We have 1048 subscribers on the plains of New Mexico.

One subscriber noticed an advertisement in our columns, and this letter is the result:

"THE 1900 WATER MOTOR WASHER is a wonder. My husband is a cattleman and has to ride so much and so hard that his saddle blankets become stiff with horse sweat and dirt. He uses large Navajo rugs for saddle blankets.

"I put them in the washer the other day, turned on the power, and in a few minutes took them out perfectly clean and looking like new.

"Mrs. H— F— N—, Angus, N. Mex."

Thousands of letters like the above come to us each month.

Confidence in our advertisers? Well, Yes!

THE
LADIES' WORLD
NEW YORK

class to which it was sent. With each letter was sent a return post card to be used by the recipient to indicate how many seals it was desired to purchase. In the letter sent to society women, five stamped post cards were enclosed with a request that these be sent by the recipient to five friends asking them to buy and use Red Cross Seals. The results from these circular letters were most gratifying.

The committee was specially fortunate in the conduct of the publicity campaign in securing the services of George Hough Perry to direct this feature of its work. He was for many years the advertising manager for Siegel Cooper Company and more recently advertising and salesmanager for the new Gimbel Store.

The mediums used in the publicity campaign were as follows: display advertising by newspapers and magazines; daily news stories; special Sunday stories. Aside from these, street-car cards were used, posters (full sheet) were displayed at all stations on the subway and elevated systems; five thousand posters were spread on billboards in all parts of the city; two thousand window cards were placed in store windows on leading thoroughfares all over town. The Rice Electric Display Company flashed the words, "Use Red Cross Christmas Seals on All Your Mail" on their magnificent electric sign facing Herald Square every night during December free of cost. Picture shows throughout the city ran a special advertising slide and also used a moving picture film prepared specially for the purpose by the Edison Manufacturing Company. Posters were displayed in ferry houses and on boats; in the subway and McAdoo tunnels, and five million dodgers were distributed throughout the city from upwards of three thousand stores, including those selling Red Cross Seals. The New York *Tribune* and the *Globe* each had splendid cartoons in their editions of December 21 and 23. The *Tribune* reproduced its cartoon in

colors and donated fifteen hundred copies to the committee for distribution throughout the city.

The entire publicity campaign was conceived and carried out on a scale which proves conclusively that the average New York business man is always open to an appeal which touches his sympathies. All of the advertising space used was without exception, donated. Its value in dollars and cents, had it been paid for, would have been tremendous. The space donated by the Rice Electric Display Company alone at the commercial rate amounted to \$2,600, while the space in the street cars and on the elevated and subway systems, if paid for at the usual rates, would have run up into thousands of dollars.

All of the accounting was done by a cashier and one assistant. The system adopted was simplicity itself. As the contracts were turned in by the men, they were approved by the salesmanager, and passed to the accounting department, which entered the name, address and the amount of seals contracted for on a 5 x 8 card. Two colors of cards were used: a blue card for consignment accounts and a buff card for a pre-paid, C.O.D. or charge account. From these cards, each day, bills were sent.

PACIFIC COAST ADVERTISING MEN PLAN CONVENTION.

The Pacific Coast Advertising Men's Association meets in Spokane, Wash., June 18-19. While the programme is not yet complete, it is planned to have a number of well-known advertising men from the East, as well as from the West, deliver addresses upon topics in which the Coast men are especially interested.

This association has for its aim the lifting of the advertising profession in the West to a higher plane. It has already become influential among the business men of the West.

As San Francisco has succeeded in securing the Panama Exposition, plans for advertising it will be canvassed at the June meeting. The members are also looking forward to taking some action in regard to fraudulent and misleading advertising with which the West, as well as other parts of the country, has been afflicted.



THE
LEADING NATIONAL
TWICE-A-MONTH FARM PAPER

FARM AND HOME

for thirty years champion of the farmers' rights and edited in their interests, covers the country from Coast to Coast and from the Lakes to the Gulf. It has the largest Paid Circulation of any Semi-Monthly Farm Paper published—going into 90% of all the post-offices in the country with not less than

500,000 Circulation

per issue. For the convenience of advertisers it is published in two editions, Eastern and Western. It is the practical, adaptable nature of FARM AND HOME'S reading matter that makes it so good an advertising medium. It is edited by practical men and women who know what they are talking about. Its readers are kept abreast of the times—it keeps them doing things that make their farming profitable. It is a Potent Salesman among a Half Million Ready Buyers.

ADDRESS NEAREST OFFICE FOR SAMPLE COPIES

THE PHELPS PUBLISHING COMPANY

Myrick Bldg., Springfield, Mass.

1209 Peoples Gas Bldg., Chicago

315 Fourth Avenue, New York

335 Palace Bldg., Minneapolis



To Reach the Physician

it is absolutely essential to advertise in the publications devoted to his special interests and which he regularly reads and preserves for ready reference. Nowadays an appropriate advertisement in a high-class medical journal has a far greater value and significance than ever before. It is not a mere introduction of "this, that, or the other thing" to the physician. Under present conditions it is

A Certification of Merit and Acceptability

for the physician knows that his professional journals carefully censor their advertisements and will present nothing for his attention and consideration that fails to measure up to established standards of utility, quality and reliability.

The publications pictured above—"The Big Six" of the medical journal field—offer acceptable advertisers unexcelled opportunities for reaching over 100,000 physicians monthly—the cream of the American medical profession. But, added to the direct value of this splendid circulation are the larger and inestimable benefits that are bound to accrue to any firm from advertising in journals of such established authority and standing.

In a word, an advertisement in "The Big Six" is not only a means but a passport to medical patronage.

For further information, rates, etc., address any of the following journals:

American Journal of Clinical Medicine, Chicago, Ill.
 Therapeutic Gazette, Detroit, Mich.
 American Journal of Surgery, New York City.
 Interstate Medical Journal, St. Louis, Mo.
 American Medicine, New York City.
 Medical Council, Philadelphia, Pa.

AN ADVERTISING AGENT'S TALK TO SALESMEN.

CONVENTION OF VARNISH SALESMEN
HEAR WELL-KNOWN AGENT
"BREAKING THE ICE" WITH PROS-
PECTS BY TALKING ADVERTISING—
A CANVASS OF HOMES AND PUBLI-
CATIONS.

By George Batten.

[NOTE.—The following are extracts from an address delivered before the convention of saesmen for Pratt & Lambert, makers of "61" Varnish, etc., Buffalo.]

I fancy that I can almost anticipate a question that comes to mind, and that is: "Why advertise varnish when our product reaches its user not as varnish but as a part of something else?" My reply is: "Because it is such a vital part of the 'something else.'"

I am told by connoisseurs that the varnish has much to do with determining the date, maker and quality of a violin, and an old German violin maker tells me that the secret of making varnish used by Stradivarius and others is one of the lost arts, responsible for the failure to produce such violin quality to-day.

If, by advertising, we educate the public on the subject of varnish, and especially Pratt & Lambert varnishes, the man who puts varnish, let us say on a carriage, will soon discover that Pratt & Lambert Best Coach Varnish becomes a good selling argument for him in the sale of his carriages. To illustrate: The public has had its attention called to varnish. We have awakened it to the fact that varnish is a matter of importance, and when a man goes to buy a carriage he looks at the finish and says to Mr. Carriage-maker: "Do you use Pratt & Lambert varnish?" The reply is: "Oh, no, I use only the best English coach varnish." Another man asks the same question and receives the same reply, but by the time the third man has asked the question, Mr. Carriage-maker discovers that there is a selling point for him in anticipating this inquiry; so, when the next purchaser comes along, and he expatiates as usual

on the quality, workmanship and finish of his carriages, he adds: "And we use Pratt & Lambert best coach varnish."

This picture is not overdrawn. In the town in which I live there is one master painter who has become rich because he has for years been able to secure the best painting contracts and at a higher price than his competitors dare ask, and he told me that one of his best arguments is: "I never use any other than Atlantic White Lead."

One of our clients makes hats. Only three or four years ago seventy per cent of their business was hats and thirty per cent a special brand trade-marked hat; the figures to-day are more than reversed, and the manufacturers are looking forward to the time when they won't have to make any hats but only Special Brand hats. One of their salesmen, a couple of seasons ago, with an eye on next year's salary (not one of those men who was working for just what he was getting now, but for what he was hoping to get) thought he would try to increase the trade in his territory. As a result of advertising, it had already been increased in towns in which they had a sale, so he made flying visits to smaller towns where heretofore he had never thought of stopping. Much to his surprise, at the end of the week he had made ten towns and started ten new accounts.

It wouldn't be a bad idea for each salesman to insist that Mr. Werheim, advertising manager, coach him somewhat on the details of the advertising campaign so that the salesman can talk advertising—and, my word for it, gentlemen (and I have sold goods on the road), there is nothing which so readily breaks the ice in the first fifteen seconds of an interview with a prospective customer as advertising. To-day painters are advertising, and so are retail merchants, manufacturers, contractors. They are interested in advertising; they like to see and talk about good advertising.

There is another way in which advertising helps the salesman,

and that is, it helps to sell the finer, better grade of goods—the more profitable products of the factory. When it comes to casting up salesman's accounts at the end of the year, not only are his salary and traveling expenses and amount of sales taken into consideration, but the amount of profit that he made is probably the determining factor in rating him for the next year's business.

Your advertising is far-reaching and is working all the time. We recently canvassed a town of three thousand people in Wisconsin, selecting a hundred homes on average residential streets, and found that they subscribed for or bought regularly the following periodicals:

<i>Ladies' Home Journal</i>	48
<i>Saturday Evening Post</i>	25
<i>Delineator</i>	16
<i>Collier's</i>	10
<i>Woman's Home Companion</i>	10
<i>McClure's</i>	12
<i>Everybody's</i>	9
<i>Ladies' World</i>	10
<i>Munsey's</i>	5
<i>Youth's Companion</i>	11
<i>Cosmopolitan</i>	3
<i>Pictorial Review</i>	7

There is business in that town and every one like it in the United States, and so your advertising is rapidly making new territory within the old territory.

I wish to call your attention to the completeness of your advertising. The total circulation of the periodicals in which your advertisements will be published this spring is 8,087,819 copies per issue, leaving practically no home in the United States that could afford to pay any attention to varnish that is not being brought under the influence of your advertising and thereby attracted to your products.

I am more than impressed with the completeness of your advertising department, and the aid that it is to you salesmen. I find your advisory department in direct touch with owners and painters; three architectural departments keeping in constant touch with architects and reminding them of your products; furniture manufacturers being reached through the furniture trade papers, and the dealers are again more directly

reached through their trade papers and a splendid system of special circular work. So that the advertising department is working on the trade from both directions—through the general magazine and women's papers' campaign, creating a popular demand for your goods, and also by the campaign direct on the dealers, keeping them constantly reminded of your existence.

WASHINGTON AD CLUB WORKING FOR NATIONAL CONVENTION HALL.

The Ad Club of Washington is working in conjunction with the Washington Chamber of Commerce and the Washington, D. C., Board of Trade in the endeavor to erect a \$2,500,000 convention hall which is to be known as the George Washington Memorial. It is the intention to raise this money by national subscription.

The different ad clubs of the United States are expected to assist by each member contributing a small or a large amount which will be turned over to the treasury, and receipt of which will be acknowledged by sending every person giving over one dollar an engraving of George Washington, and any person giving less than one dollar a button.

"Our club is not boasting Washington as a manufacturing city," says J. E. Shoemaker, the president, "but as a city beautiful, as a residential city of handsome homes, and as the logical convention city which has more to interest people than any other city on earth. The people of the United States have helped to make Washington what it is and they should come and see it, and see how their money has been spent, for we have permanent exhibits and numerous points of interest, historical, etc."

The different organizations of the District are assisting the club in every way possible and it is making progress. The local newspapers have agreed to give a large amount of space free to boost Washington. The Barron G. Collier Company has agreed to give free advertising in the street cars and the Washington Billposting Company will display large posters all through Maryland and the District of Columbia, free.

The Washington Ad Club was started a little over a year ago and has been having semi-monthly luncheons every month since at the National Press Club. It has had a number of very prominent speakers and a good attendance. The membership is forty-eight, composed of newspaper managers, local magazine managers and a number of business men. It is the earnest endeavor of the club to place advertising on a higher plane and "eliminate the gold brick," to place it on a "pure food" basis, so as to give the advertiser what he pays for and insure results.

RECORD OF MAGAZINE ADVERTISING FOR 1910-1909.

	MAGAZINES CARRYING GENERAL ADVERTISING.	1910	1909	Rank according to number of agate lines in 1910 and 1909.	
				1910	1909
1. Everybody's		395,387	421,204	1	1
2. Cosmopolitan		352,664	349,351	2	2
3. Hampton's		339,360	202,804	3	12
4. McClure's		335,344	348,308	4	3
5. Review of Reviews		333,633	344,432	5	4
6. Scribner's		323,833	266,537	6	9
7. American		300,785	282,054	7	8
8. Munsey		296,868	309,268	8	6
9. World's Work		284,105	312,105	9	5
10. Sunset		266,824	284,020	10	7
11. Harper's Monthly		237,982	225,865	11	10
12. Century		223,894	219,146	12	11

Please note that Hampton's gained an enormous volume of business as compared with the gain of other magazines.

Also note that Hampton's jumped from 12th place to 3rd place in one year.

The reason for this phenomenal record was:

- 1.—EDITORIAL QUALITY—Just think of the real, big, vital magazine features for 1910, and you'll remember that HAMPTON's published most of them.
- 2.—CIRCULATION—By December HAMPTON's circulation reached and passed the 450,000 mark—and remember, it is *quality circulation*.

Hampton's

"The Electrically Alive Magazine of the Hour"

HOWARD P. RUGGLES
Advertising Manager
New York

J. H. HILDRETH
New England Manager,
729 Old South Bldg.,
Boston, Mass.

F. W. THURNAU,
Western Manager,
Hartford Bldg., Chicago.

THE CASE AGAINST THE PARCELS POST.

RETAILERS UNIFORMLY OPPOSED, BECAUSE OF FEAR OF MAIL-ORDER HOUSES — TRADE CONCENTRATION AT PRODUCING POINTS AN UNDESIRABLE EFFECT.

By Penn P. Rodrea,

Editor, Omaha Trade Exhibit.

Julius P. Balmer, whose article, "The Parcels Post as a Ginger-Up for Dealers," appears in your issue of February 9, seems to be looking for information regarding the attitude of country merchants on the proposed extension of our parcels post system.

Permit the writer to assure the gentleman that fully ninety-five per cent of the country merchants of Nebraska and adjoining states, in every line of retail trade, are absolutely opposed to parcels post extension along the lines proposed by the bills now pending before Congress. Their organizations, both state and local, have repeatedly gone on record in this regard and large numbers of retailers are exerting strenuous effort against the proposed extension, as their congressmen could testify.

There can be no question whatever but that the retail merchants in country towns and small cities throughout the land are practically a unit in opposing the scheme being agitated by those who have the organization and equipment to profit enormously by its adoption.

Mr. Balmer seems to be laboring under the delusion that the jobber is attempting to "establish a protectorate over the small dealer" in regard to the parcels post matter. The plain fact is that the live-wire retailers of the country were alert to the threatened danger long before the jobbers ever awakened to the situation.

There can be no valid objection to parcels post extension along sensible, businesslike lines. But no bill now pending before Congress proposes that. All of them provide for extension along absurdly impracticable lines by radically reducing rates below the cost of the service and extending the weight limits beyond the existing facili-

ties of the Post-office department.

It is astounding that business men otherwise normal should be so severely affected by "parcels-postitis" that they can endorse so dangerous a proposition as this. They should be able to see that if transportation rates are reduced far below the cost of the service, with the same rates per pound for three miles, 300 miles or 3,000 miles, trade in all goods so transported will be concentrated eventually at points of production. The evils from which the Old World suffers most, and which the New World should avoid so far as possible, arise largely from the concentration of industry, commerce and population in congested centers. That concentration is just what the parcels post boomers are working for, though many of them doubtless do not realize it. Furthermore, such extension would inevitably increase the annual deficit of the Post-office department enormously and would require the expenditure of many million dollars to provide adequate facilities. Present facilities, as is well known, are barely adequate for the handling of the present small volume of parcels with a four-pound limit. Certainly the present sixteen-cents-a-pound rate is as low as can safely be made on the flat-rate basis.

Funds in support of the parcels post propaganda are coming largely from those who believe in concentration of trade, and are doing all in their power to bring it about. The principal organized effort back of the parcels post agitation is that of the so-called Postal Progress League, directed by James L. Cowles, one of the most radical advocates of complete government ownership of all means of transportation and communication ever known in this or any other country. The last financial statement of the Postal Progress League the writer was able to secure showed that the Larkin Company, of Buffalo and Peoria, was the principal contributor to the League's funds. Other large contributors were the National Cloak & Suit Company and Rogers, Peet & Co., while various

members of the Retail Dry Goods Association of New York City were included in the list of financial supporters.

In view of all the circumstances, why condemn the country town and small city retailer for opposing a scheme that he believes—and with good reason—will very seriously affect not only his trade, but also the welfare and prosperity of his home community?

Parcels post extension along rational lines—the zone plan, if you please, with rates based on the cost of the service, in which distance is a prime factor, would not injure any legitimate business interest. Some day some congressman capable of grasping the business principles involved may prepare a bill along such lines and in whose support practically all business men can unite. But you may depend upon it that the retail merchants of the country towns and small cities of this nation will never yield in their opposition to parcels post extension along the proposed cheap flat-rate lines.

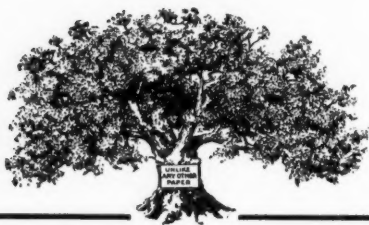
Every man well posted on the subject knows that the organized retailers' opposition has been the most potent factor of recent years in blocking such legislation, despite the popular notion that the express companies have done it all. The latter concerns—which ought to be wiped out of existence; since the railroads could handle express service more satisfactorily and more economically than they—have no more bitter enemies than these same retail merchants.

The live-wire country merchant of this section of country can meet and often beat mail-order competition on any class of goods on the same basis of quality, payment and delivery. But he could not do so if the mail-order houses were given the immensely valuable special privilege of having goods transported through the mails to consumers at rates fixed wholly without regard to distance and far below the cost of the service. This is why the retailer fights and will keep on fighting.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**



A Farm Journal Convert.

This letter from a New Jersey man explains how readers become attached to the FARM JOURNAL when they have once really "discovered" it:

GENTLEMEN:

I really cannot express my penitence for the continued slight offered your *Farm Journal*. Some time ago I subscribed to it, not because I wanted it, but to help the man who solicited my subscription. Repeatedly I ordered our P. O. people to drop it into their waste basket instead of sending it to me. This last order has been ignored, greatly to my gratification *now*.

Within the last ten days or so I have thought seriously of chickens as a source of revenue. * * * * * It then occurred to me that the *Farm Journal* might give some data, or interesting ads, about this subject, with the result that I now have on my desk, ready for mailing, twelve letters to your advertisers, asking for catalogues and other information. As I have never been occupied with anything that I thought the *Farm Journal* treated, I never read it—but, "never again!" I will study each copy sent me from now until I chuck this mortal coil.

Very sincerely yours,

E. B. SMITH.

Readers of this sort take the FARM JOURNAL all their lives, and their children after them. And they buy, and buy, and buy from its advertisers, for they have confidence in them.

Do you know that the great majority of FARM JOURNAL subscriptions are paid for FIVE TO TEN YEARS AHEAD?

Forms for April close March 6th, unless all space is taken earlier.
Over 800,000. \$4.00 a line.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

THE PRINCIPLES OF MAIL-ORDER SUCCESS.

THE KNOWLEDGE OF HOW TO SELL RIGHT AND DELIVER WHAT IS PROMISED—HOW TO GO ABOUT ANALYZING A MAIL-ORDER PLAN—ADDRESS BEFORE TOWN CRIERS' CLUB, PROVIDENCE, R. I.

By A. W. Holmes,

Treasurer, Baird-North Company (Mail-Order Jewelry House), Providence, R. I.

In ordinary advertising it is only necessary to pique the curiosity to the extent of inducing the people to drop in and look. A mail-order ad must be so effective that it will induce people to put their hands deep down into their pockets where their money rests. Securing a look is quite different from separating a man or woman from their hard-earned cash. Real successes in the mail-order field can, therefore, be counted on one's fingers, while the failures are as numerous as the sands at the seashore.

Advertising is to the mail-order business what a mainspring is to a watch, but a mainspring, to be of use, must be harnessed up to an efficient train of gears and regulated by a balance-wheel. Advertising is only a part of the game.

One principal reason for the great mail-order successes lies in the fact that following judicious advertising they were prepared to deliver the goods. The thousands of mail-order failures are mostly the result of being unprepared.

That Sears, Roebuck & Co. have been able to reach such an enormous sales-total, in approximately fifteen years, is not so wonderful as the fact that they have been able to build up in so short a time an organization that can deliver the goods. We hear much about 100-point men—even ninety-point men, at all stages of the game, are as scarce as the proverbial hens' teeth.

The public safety is in a measure guaranteed because a proposition without merit, or one that is dishonestly conducted, cannot be-

come a permanent mail-order success. I wish as much could be said of all selling games.

We hear a lot nowadays about selling, we have schools of salesmanship, classes of salesmanship, and ginger for salesmen.

Let me tell you this: to advertise right one must *sell right*, and to sell right is to sell a man what he really needs—things that will benefit him. Some bright fellow will yet make good on a course that will teach business men—buyers—how to size up salesmen and their propositions, and, equally as important, how to turn them down promptly and painlessly.

If you have in mind launching a mail-order proposition: First, prove beyond the possibility of a doubt that it has merit; second, make up your mind to conduct the business fairly and honestly; third, don't begin unless you have a bank account large enough to guarantee the existence of your proposition for several years.

No mail-order business can become profitable in a day, a week, or a year. You must plan for a permanent success or surely suffer disappointment.

When you have decided to try your luck you must analyze your proposition with the greatest care. The successful ad man must have an analytic mind—the lack of the analytic mind causes hundreds of failures annually among business men in all walks of life.

The analysis: Must we appeal to men, women, or both?—to the rich, the poor, or the middle class?—to the young or the old? Shall we talk price, quality or style? Shall we sell direct from the ad or through a catalogue? Shall we use magazines, newspapers, or trade papers?

Your copy must be made to conform to conditions and it must be the kind that pulls. Profitable advertising is simply applied common sense.

There's a popular idea that unprofitable advertising is wasted. It isn't—it helps the ad men, and the publishers. Don't buy \$1,000 space and fill it with \$5 worth of brain matter. Don't spend \$100 advertising a twenty-three-cent store

where the customers are assaulted by two-cent clerks.

A bank won't cash your checks unless you have money on deposit. And your ad won't cash up if the conditions at your store do not back up the claims of your ad.

An old hen never deliberately walked into a chicken pie, and customers rarely walk into a store uninvited; they surely won't walk in a second time unless they are treated right the first time.

We hear much twaddle about the poor merchant. When it rains on a Saturday he grumbles and is pitied; when his sales fall off it's too bad—no rejoicing with the poor dear public who have saved a little money on account of the rain. Some day merchants will wake up to the fact that if the consumer is prosperous and contented they won't have to worry about results.

The man who really has the interests of the public at heart gets their business. The trickster deserves to be cast into the "hell-box" of oblivion.

Be honest in your store and in your advertising, the reputation of being honest and reliable is necessary to the success of any legitimate business proposition.

Many present-day advertisers would make Ananias look like a mere amateur.

Honesty in business is far-reaching in its effect. Many men have found that it actually pays to be honest, others are slowly finding it out.

To advertise honestly one must think honestly and live honestly—he must act the part. Only an honest person can write copy that rings true. A novice can readily detect the spurious efforts of a rascal.

God bless the original mail-order man! The business he inaugurated has emancipated the consumer and done much for honorable merchants.

No longer ago than my youthful days the rule was *Caveat emptor*. The mail-order business has transposed it to read "Let the seller beware." The mail-order business has made it possible for the purchaser to get his money

back, a thing wholly impossible a couple of decades ago. It has also taught the thoughtful dealer that the interests of buyer and seller are inseparable.

When you once begin mail-order advertising there must be no end to the advertising, no let up in your efforts to get new and to retain old business. There's a mountain of real work in every mail-order business. There's more work to the square inch in a mail-order proposition than there is to the square yard in the ordinary kind, and the pro rata net returns are about one-half as great. The lure seems to lie in the unlimited possibilities.

Whether your field is local or national you must go after the business through the medium of advertising; you must blow your horn until it becomes music in your own ears at least.

If you have goods you want to sell,
Don't go and whisper down a well;
The man who really gets the dollars,
Stands up on his toes and hollers.

CYRUS H. K. CURTIS BUYS "THE COUNTRY GENTLEMAN."

The Country Gentleman, of Albany, N. Y., the oldest agricultural weekly in this country, has been sold to Cyrus H. K. Curtis, head of the Curtis Publishing Company, of Philadelphia, and will be published from Philadelphia after June 1st.

The Country Gentleman was established in Rochester, N. Y., in 1831 by Luther Tucker, father of Gilbert M. Tucker, who has been its owner and editor since the death of the elder Tucker in 1873. In 1840 the weekly was moved to Albany. *The Country Gentleman* has been a recognized authority on agriculture since its start.

Mr. Curtis has within the last three years made several unsuccessful offers for the periodical. The amount passing in the transaction was not made known.

CANNERS TO ADVERTISE TO OFFSET REPORTS OF PTOMAIN POISONING.

The effect of newspaper reports of ptomaine poisoning by canned goods is to be counteracted by an advertising campaign by the canners. This was decided by the National Canners' Association at Milwaukee the other week. The canners believe that cases of ptomaine poisoning are rare and have arranged to have every case investigated as soon as reported and follow it up with an educational campaign in the newspapers. Publicity in regard to this and general matters was considered at the convention.

Nearly 100%

Of the nation's output of food products, wearing apparel, articles of adornment and house furnishings, and nearly all of the automobiles, travel and recreation, are selected only after family consultation. The kind of advertising which influences this selection

Is Family Circulation

The Christian Science Monitor is a daily paper for the home, with a national circulation, reaching families of refinement able and willing to buy those things which seem to them to be good. A national campaign for any high-grade article will be rendered vastly more efficient if it includes

The Christian Science Monitor

which eliminates all objectionable and speculative advertising, publishes only clean news and constructive editorial opinions.

Twenty cents a line.
Published in Boston.
Four Editions daily.

THE SECURING OF DISTRIBUTION AND DEMAND

THE POWER OF GOODS DISPLAYED AND ON SALE—DISTRIBUTION SOMETIMES EQUIVALENT TO SALES—THE DEALER'S PRESTIGE AND TRADE-MARK VALUE—ADDRESS BEFORE ADVERTISING MEN'S LEAGUE, NEW YORK.

By Earnest Elmo Calkins.

The bishop had been talking to the Sunday-school. After he had finished he put the tips of his fingers together, after the manner of bishops and butlers, and said: "Would any little boy or any little girl like to ask the bishop a question?"

After a pause the smallest girl held up her hand.

"Ah," said the bishop, "little Mary would like to ask us a question. Speak up, Mary."

Little Mary got on her feet and piped up:

"Please, sir, why did the angels go up and down Jacob's ladder, when they had wings and could fly?"

"Oh!" said the bishop. "Ah! and now would any little boy or any little girl like to answer little Mary's question?"

The bishop found himself in the position of the advertiser who rushes in where his salesmen feared to tread and advertises before the goods are on the dealer's shelves. First, he asks the public if they would like a sample of his goods, and then he practically puts it up to some one else to supply the goods. In other words, he lets his advertising get to the customers before the goods get to the dealer. This condition has thrown more wet blankets upon otherwise good advertising campaigns than commonplace copy or lukewarm mediums. It is a condition that is compelling most advertising managers to become salesmen.

The successful placing of goods is the work of the salesman, while the advertising of them is the work of the advertising manager. As these two must work together, it is a splendid thing if the advertising manager and the salesman are good friends,

and it is still better if they are one and the same individual. Of course, the advertising man must not be too much a salesman so that he cannot see things from the customer's point of view, but he must be enough of a salesman to think of his goods on the shelves and on the counters of the retail dealers.

There was a time when the salesman and the advertising manager were competitors. They were jealous of one another's success. Each tried to claim credit for the sales. Each, instead of considering the other's work a help, looked upon it as a hindrance. The salesman who refused to give credit to the advertising as a help in opening new accounts and increasing orders from old ones, reminds me of the rector in a small parish who wrote to his bishop:

"My Lord: I am having a hard time in my parish. I have to fight the world, the flesh, the devil and the Methodists."

He should have known that if he was really fighting the world, the flesh and the devil, the Methodists were all on his side helping.

And the salesman should know that if he is really trying to increase the sales instead of building up his own reputation and importance, the advertising is on his side helping him.

SALES AND ADVERTISING.

We all realize now that sales and advertising are the Gold Dust Twins of business and should always arrive together. If they cannot arrive together, then the sales should arrive first.

The advertiser who covers the country with advertising about goods that are some day going to be on sale at all stores is like the enterprising son of a Tody Hamilton who gathers all the population outside the city in a ten-acre lot two weeks in advance of the arrival of the circus.

I hope I am a good enough advertising man to place my hand on my heart and say that as between the two—distribution of the goods and advertising—give me distribution of the goods every time.

You all know Peters' Chocolate or Mackintosh's Toffee, the sales of both of which, I am told, have been enormous. I have always believed that this was due to the remarkable distribution methods of Lamont, Corliss & Co., whose work has been so thorough that their goods have been placed on sale in every candy store, drug store, grocery store, general store, news depot, railroad station and, for aught I know, blacksmith's shops and haberdashers, in every city, town, village and hamlet in the United States. Distribution did the trick.

In a great many kinds of goods distribution is equivalent to sale. Some things it is only necessary to show in a store—to put on a counter—to sell them. A great deal of success is attributed to advertising when it is really the thorough distribution of the goods that has produced the sales. The advertising has, of course, helped. That help is small compared with the great help of the customer's being confronted with the goods in every store. If you could put a rack of Ingersoll watches on a counter in every store which sells this kind of goods, with a sign saying, "Price \$1.00," that in itself would result in a great many sales. Of course, putting the watches in such a conspicuous place is a kind of advertising in itself, but it is also a kind of distribution, and it is a good deal better distribution than it is advertising. The advertising done is a factor in inducing the dealer to so display the watches. So here again we see the distribution helping the advertising and the advertising cashing in on the distribution.

Of course, distribution means one thing with one manufacturer and another thing with another. I have heard a manufacturer say that his goods were well distributed who had a hundred accounts. I have heard another manufacturer complain that he was not able to get distribution because he had only five thousand accounts. A hundred accounts are a good distribution for an automobile or a piano-player. It is not

Necessary

The American
woman is
the necessary
customer
to the honest
advertiser.

The Woman's
Home
Companion
is the necessary
paper to the
American
woman.

Are your goods necessary?

very good for a fountain pen or a two-for-a-quarter collar.

DISTRIBUTION.

When an advertiser has a fair distribution—that is, when he is represented in a large percentage of the communities—his advertising should constantly work to open new accounts and thus increase distribution, which can be done with comparatively little expense, as he is getting a direct return from the accounts he has already established. The opening of new accounts, in that case, is a by-product of the advertising. The first step is to get the goods on the dealers' shelves. The next step is to get them off. To try to get them off before you get them on is like the physical condition of old Jed Hoskins. Old Jed Hoskins had been sickly for twenty years. Bud Gash met Deacon Stiffle on the steps of the post-office and general store, and said:

"Old Jed Hoskins ain't what he used to be."

"No," said the Deacon, "and never was."

The advertiser who leaps before he looks—who advertises before he sells—is the advertiser whose goods ain't where they used to be and never were.

There isn't time in a fifteen-minute talk to tell you all the ways in which distribution is to be effected in advance of demand, even if I knew, which I don't. I know of some of the ways which are more or less successful. Every successful salesman and advertising manager knows other ways.

It is frequently possible to use advertising as a method of distribution, by fitting the punishment to the crime. In other words, by advertising locally as the sales spread out, using street cars or newspapers or both as the local mediums. Here again take the trade into your confidence. As accounts are opened, go to the next town and repeat. Every wave of the incoming tide wets the beach a little higher. It does not try to cover the entire beach

at once, and it certainly does not try to cover the highest point of the beach before it has covered the edge.

And so for a new manufacturer whose goods are little known, the advertising should creep over the country, keeping just behind the sales.

One approved plan successfully employed by many successful advertisers, for placing good goods in advance of a really good campaign, is to prepare the complete campaign in advance and then prepare a very good counterfeit presentment of all the advertising that is to be done in some convenient portable form, such as a portfolio, so that it can be conveniently shown to the trade. This should be done before the first trip of the first salesman of the first season that precedes the launching of the advertising. Goods can be stocked on the strength of the coming campaign which thus casts its shadow before, or, as Hamlet says, "The act that roars so loud and thunders in the index."

I heard a top-notch salesman for a big house that covers the large stores of an entire country say, apropos of a portfolio showing the complete layout of a plan of advertising: "If I had had that portfolio on my last trip I could have sold half a million dollars' worth more of goods." This, however, did not refer to goods that were absolutely new. It referred to a staple line which had been placed to some extent and showed the salesman's optimistic idea of what additional distribution could be had when backed up by an approaching advertising campaign.

PUSHING THE SALES.

But while emphasizing the importance of getting goods on the dealers' shelves, never overlook the importance of getting them off again. It is one thing to push the goods into the store by means of a salesman, and another thing to pull them out by means of advertising.

The local dealer's prestige is good, but it is not everything. Even a good dealer with a strong local reputation finds it hard to

sell in the face of a strong, successful advertising campaign, just as it is harder to tack up into the teeth of the wind than it is to sail before it.

Apropos of this, Mr. Holmes, the capable advertising and sales-manager of the Crofut-Knapp Company tells a story which has a moral as wide as a church door and as deep as a well. The story is this:

A certain hatter who, perhaps, was touched with a little of that madness which, according to "Alice in Wonderland," is common to hatters, said to the salesman of the Crofut-Knapp Company:

"I like your hats, but I don't want your label in them. I sell the hats that are sold in this town. People buy hats because I sell them—not because of any label that they may contain. So if you will furnish me with twelve dozen Knapp-Felt Derbies with my trade-mark in them, I will sell them for you."

Now this salesman was wise in his own generation, and he said: "I'll tell you what we'll do. Here is the psychological moment to make a real test of this subject. You order twelve dozen hats, six dozen with your label and six dozen with the Knapp-Felt label, and then we'll see."

The guileless dealer accepted instantly because it was such a good chance to show the Crofut-Knapp Company how he could sell hats. A few weeks rolled away when the Crofut-Knapp Company received a rush order to ship seventy Knapp-Felt labels ready to paste into the hats. The dealer had sold all of the hats with the Knapp-Felt labels while he sold but two which contained his own label:

EDWIN H. WOODMAN DEAD.

Edwin H. Woodman, Chicago manager of the H. E. Lesan Advertising Agency, died February 8. He had been ill for two weeks with pneumonia. Mr. Woodman was born January 31, 1866, and was regarded as one of the country's most able railroad advertising managers. For seven years prior to January 1, 1910, he was advertising manager of the Rock Island lines. He is survived by a widow and two daughters.



There is no human help for the man who does not read the newspapers these days.

No human use for him, either.

Every live man and woman read the newspapers, some much, some little, all some.

What newspaper? Their newspaper. Always *the* newspaper. It is the one complete, thorough, universal, direct method of reaching them all with the story of your accomplishment, whether it is useful, ornamental or iniquitous.

We know of men who rush to the newspapers helter skelter to let the world know of their personal and social performances, but if they make a good shoe, or an automobile, or a pancake flour and want that same world to know it, well, then, they often say they seek what they call "more dignified forms of publicity."

Why? For multitudinous reasons, all largely platitudinous, and most illogical. At the top stand, first, personal vanity,—they like pretty printing,—they over-value dressed-up company. Second, ease of expenditure,—it takes a lot of time, brain sweat and clerical work to spend, say, \$50,000 in the newspapers. It is much easier to do it in the magazines. Truly so, truly so.

We represent newspapers, the newspaper,—in twenty-two great cities. We can show you how to hurl your business arguments into those cities with force and telling effect.

We are ready to talk it over any time, anywhere.

THE JOHN BUDD COMPANY,

Advertising Representatives,

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

HOW THE NORTHWEST MIGHT ADVERTISE.

PLANNING AN ADVERTISING CAMPAIGN TO EXPLOIT THE AMERICAN NORTHWEST IN OTHER COUNTRIES
—LESSON IN ORGANIZED PUBLICITY TO BE LEARNED FROM CANADA
—STATES UNITE TO SECURE IMMIGRATION.

Herbert Myrick, publisher of the Orange Judd weeklies, addressed the Publicity Club of Minneapolis, February 1, as one of the incidents of his lecture trip into the Northwest. His subject was "The Future of the American Northwest and the Part of the Twin Cities in the New Era Now at Hand."

Mr. Myrick sketched rapidly the necessity for co-operation in the work of exploiting the Northwest, and showed how such effort will result in the creation of a mighty inland empire of which the Twin Cities will be the gateway and major market. He then continued, in part, as follows:

"Deep in your minds enshrine the ideal of Northwest unity!

"Each of your states, and each individual within them, should thrill with the new spirit of a new sectionalism, and should unite along twentieth century lines of co-operation for the development of this great American Northwest.

"The plain truth is that here in the American Northwest we have stood idly by, and have made comparatively little effort to turn a splendid tide of immigration into our own lands and into our own industries.

"The cold fact is that the Canadians have so outstripped us in their organized publicity, and in their far-reaching plans for following up their advertising, that more than half of the American people have been educated unconsciously to think of the Canadian Northwest whenever the Northwest is mentioned.

"Such a thing as the American Northwest is comparatively unknown, or rather relatively little thought of, by the teeming mil-

lions of Great Britain. The Canadian Northwest is the only Northwest they have ever heard of, and they have heard so much of it that a veritable hegira into that section is now under way.

"I say the time has come for the Publicity Club of Minneapolis to lead the way toward a reform of this intolerable situation.

"It is up to you to join me in urging the governors of our Northwestern states to unite in calling a joint conference of the agricultural, live stock, mining, industrial, financial, commercial, educational and even religious interests of this whole region, not only to consider but to *adopt and carry out* well co-ordinated plans for the *promotion* of the greater American Northwest!

"The legislatures are in session. They will make whatever reasonable appropriations are required for advertising the specific attractions of their respective states. Part of the fund should be pooled to pay for a comprehensive campaign of publicity in behalf of the general interests of the whole American Northwest.

"Let us put into every school in all these countries, public and private, a good map of the splendid American Northwest. Let us drive into the eye and mind of the human millions this ideal of the American Northwest.

"Right here let me say that the American people are going to be indebted to Minnesota for the so-called Davis bill, fathered by Representative Davis, of this state, which Congress has got to enact, making liberal appropriations to the respective states for the new education. Let the American Northwest insist upon the enactment by Congress of the Davis bill, as an expression of the Northwest's constructive policy.

"A cardinal feature of our broad constructive policy should be to insist that this nation shall devote less money to war and more money to education.

"It is a crime that in this year of grace, 1911, out of every dollar spent by Uncle Sam, something like seventy cents goes for war, past, present, or future!"

CO-OPERATING With National Advertisers

THE Daily Newspaper Club is an organization of the leading newspapers of the country, the object of which is to co-operate with national advertisers.

Every year more national advertisers are successfully employing newspaper campaigns. Others are hesitating because they lack the knowledge, experience and guidance which The Daily Newspaper Club can place at their disposal.

To these advertisers The Daily Newspaper Club offers its **CO-OPERATIVE SERVICE**. It will furnish them with exact data regarding local conditions in any part of the United States. It is prepared to demonstrate the economy of newspaper campaigns, owing to concentration of sales and control of expenditure.

The Daily Newspaper Club, the officers of which are as follows:

LOUIS WILEY, President
(The New York Times)

C. C. ROSEWATER, Vice-President
(Omaha Bee)

BRUCE HALDEMAN, Vice-President
(Louisville Courier-Journal)

BERNARD H. RIDDER, Treasurer
(New Yorker Staats-Zeitung)

ERNEST J. PRESTON, Secy-Gen. Mgr.

Executive Committee

CHAS. H. TAYLOR, Jr., Boston Globe
H. F. GUNNISON, Brooklyn Eagle
W. P. GOODSPEED, Buffalo Eve. News
WILLIAM H. FIELD, Chicago Tribune
AUGUST F. SEESTED, Kansas City Star

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F. P. GLASS, Montgomery Advertiser
W. J. PATTISON, New York Evening Post

GEORGE S. OLIVER, Pittsburg Gazette-Times

C. M. PALMER, St. Joseph News-Press
W. H. COWLES, Spokane Spokesman-Review

DAVID B. PLUM, Troy Record

is ready to study the problem of every advertiser—analyze it—and submit a plan for solving it successfully. No charge for this service—no obligation on the part of the advertiser.

THE DAILY NEWSPAPER CLUB **WORLD BUILDING**
NEW YORK CITY

SELLING GOODS THROUGH THE MAILS.

ENORMOUS GROWTH OF MAIL-ORDER
BUSINESS—NECESSITY FOR CARE-
FUL EDITING OF ADVERTISEMENTS
—FARMERS FAVOR MAIL ORDERS—
ADDRESS BEFORE TOWN CRIERS'
CLUB, PROVIDENCE, R. I.

By Charles E. Bellatty,

Of the H. B. Humphrey Company, Ad-
vertising Agents, Boston.

Responsible for every selling-by-mail success, you are likely to find a man or woman with more than ordinary knowledge of human nature who is willing to start at the beginning, to go slow the first year, to learn from the experience of others, to be strictly honest in all dealings and to put in a lot of hard work.

To-day all reputable magazines guarantee the advertising in their columns to be honestly worded and require the advertiser against whom complaints are received to make prompt investigation and a just settlement of all complaints from subscribers. It is no exaggeration to say that the advertising columns of many of the magazines are more carefully edited than are the columns containing literary matter. No longer is it necessary for an advertiser to give bank references. The publisher's guarantee means much more. A few newspapers are following the same policy of investigating all advertising propositions and the Post-office inspectors are weeding out fraudulent advertisers.

The result is that every year advertising is bringing the producer and the consumer closer together. The producer thereby is able to take a larger profit, while at the same time he gives the consumer a lower price.

The great mail-order houses own some factories and buy the entire output of others, while manufacturers who own trademarks that advertising has made valuable are refusing to sell to other houses and are issuing catalogues of their own, to sell their goods direct to the people.

Sears, Roebuck & Co., of Chicago, reported that their gross

sales for December, 1910, were \$6,247,000. Their annual statement for the year which closed December 31, 1910, shows a net annual business of \$61,329,792.

Sears, Roebuck & Co. have by no means a monopoly of the general merchandise mail-order trade. They have half a dozen competitors of great importance, chief of whom is Montgomery Ward & Co., with a mail-order catalogue of 940 pages.

Who are the mail-order buyers? Some of them are to be found in every city in the United States, but most of the money the mail-order men receive is from the seventy per cent of our population, the more than 60,000,000, who live in towns of 10,000 inhabitants or less.

Millions of dollars are flowing into the mail-order houses from the agricultural sections. The farmers are the most prosperous business men, as a class, in the United States. They are buying the best things to be obtained.

We New Englanders must travel to know what agricultural states and big farms are. Look, for instance, at Iowa, Oklahoma, California, Kansas and Minnesota. The total number of farms in these five states in 1910 was 755,340, and the average size of each farm was 232 acres.

Ten years ago magazines of national importance were rather backward about showing that they had any considerable amount of circulation in the South. The farm communities there were considered fruitful chiefly to the advertiser of patent medicines; but now Southern circulation is a great asset to any magazine.

Four states, Texas, Oklahoma, Arkansas and Louisiana, which had never before been known as corn states, raised in 1910 \$233,780.00 worth of corn, nearly one-sixth of all the corn raised in the United States, and also raised nearly one-half of the entire United States cotton crop of 1910. Three of these states, Texas, Louisiana and Arkansas, produced, last year, \$16,177,000 worth of rice.

In 1910, Texas, with an area

Capable of Proof

The *principals* of this agency handle its accounts—an assurance of more competent advice along general advertising and selling lines, better campaign plans and copy, better buying of space *for the client*, and more careful attention to details, than can be *hoped* for from those agencies that devote their best thought to the *getting* of business.

Our clients—some of them are among the largest advertisers in America — say Dunlap-Ward Better Service is of great value to them in the sale of their products.

The Dunlap-Ward Advertising Co.,
Hartford Building, Chicago.

nearly four and a quarter times as large as all New England, raised 15,000,000 bushels of wheat 20,000,000 bushels of oats and about 225,000,000 bushels of corn. Texas has for years raised about one-seventh of all the cotton of the United States and the cotton crop last year was the biggest and most valuable ever raised. The Southwest increased in population 48.4 per cent in the last decade.

For most of the rural population the only way to get the things they want (and many of the wants have been created by advertising) is through the mail. The houses that are advertising in the monthly or weekly farm papers or in the daily newspapers the farmer reads for crop and market reports and other business helps, and in the magazines the whole family read, are selling goods to the farmers. With the farmer prosperous, the community that he supplies is pretty likely to be also, and by no means do all the mail orders come from farmers. It is hard to call to mind a thing that ought to be sold that you cannot buy through the mail.

The Plymouth Rock Squab Company, of Boston, started without capital ten years ago, and now has made a fortune for Elmer C. Rice, its founder. It is one of the most interesting of modern mail-order successes.

Mr. Rice had an idea that people would buy high-grade homer pigeons for breeding purposes if they could get the birds at a fair price and could obtain at the same time an instruction book telling how to make money marketing squabs (four-weeks-old pigeons).

He knew where he could get birds to fill his first orders and by buying in large quantities could get them at a low price. He thought he could cover the cost of advertising by the sale of his instruction book at fifty cents a copy. Advertising proved that he was right. In four years business had grown with such rapidity that Mr. Rice was able to spend \$100,000 a year for advertising.

To fill the orders at that time he had to keep on hand at the farm he had purchased in Melrose

from twelve thousand to twenty thousand homers, and had given an order to an agent in Belgium to send him all the first-class homers to be obtained from that country. The birds were coming in on three steamship lines. The biggest shipment ever received was 15,000 birds.

The biggest year's business was the sale of 100,000 pigeons at about \$1.50 a pair, but, having some regard for his health, Mr. Rice is content now to regulate the advertising so as to sell about 50,000 pigeons a year.

These breeders, in average shipments of twenty pairs, have been sent by express into every county in the United States and into every province in Canada.

The express company refused the first shipment offered them because they feared the birds would never reach their destination alive, but they were soon convinced that the birds could stand long-distance travel.

Mr. Rice has sold 125,000 copies of his instruction book and he thinks a conservative estimate of the number of Plymouth Rock homers on the North American continent is about 5,000,000.

Live mail-order methods can and have sold in great quantities such varying articles as cornets, pants and jewelry.

PHILADELPHIA COMMERCIAL CLUB STRIKES NOTE OF PROTEST.

The Commercial Club of Philadelphia, at its meeting February 12, instructed a committee to draw up resolutions of protest against the proposed increase of postage on second-class mail matter.

C. W. Summerfield, secretary of the Merchants and Manufacturers' Association of Philadelphia, deplored the tendency of the newspapers to exaggerate the character of occasional local disturbances.

Elton J. Buckley, editor of *The Grocery World*, spoke on "Salesmanship."

T. K. Henderson, of the Columbia Phonograph Company, exhibited its new "Mignon" machine, and spoke of the value of the graphophone in business. A disk record, he said, having a musical selection on one side and a selling talk on the other, had been very efficacious in adding to the company's mailing list and getting business, too.

The club, only a little over a year old, now has ninety-six members.

Farm, Stock & Home

MINNEAPOLIS, MINNESOTA

does not have to spend money on an expensive business-getting organization.

It believes in making a rate that will allow its advertisers to make money, so that advertising comes to it.

Remember that the advertiser pays the cost of getting the business. If that cost is high the advertising rate must be high. The money the advertiser spends to help a paper get business is wasted money as far as the advertiser is concerned. It does not add one cent's worth to the pulling power of an advertisement.

Over twenty-seven years' experience has demonstrated the soundness of this principle.

FARM, STOCK AND HOME has a higher standing among advertisers, and advertising comes easier and pays better than ever before in the history of the paper.

Do You Know This Man?

One of the largest and most prominent magazines wants a man for its circulation department. He must have the advertising instinct. He must be able to write good copy. He must have character and judgment.

His Chance

The job has big possibilities.

He will sell magazines by mail. He will promote publicity. He will develop sales methods.

If you know the man please send us his name and tell us what he is doing.

Perhaps you are
the man.

Magazine Publisher
care of Printers' Ink

JOINT FARM AND TRADE- PAPER CAMPAIGN FOR SHOES.

"RED SEAL" SHOES WAKING UP TO CO-OPERATION—TO RURAL DEALERS WITH MONEY-TALKING COPY—THE FARM PAPER COPY—DRIVING HOME DURABILITY ARGUMENT WITH A DUMMY CALF AND OFFER OF FREE SHOES.

Shoe advertisers in the farm papers have steadily increased since the initial experiment several years ago. Work-shoes, especially, have figured prominently.

To-day any number of pieces of current copy show how the manufacturers' ideas of the farm market for shoes have been developed. Children's and ladies' Goodyear welted lines now run parallel with similarly fine makes for men, and the general renewal of contracts for the coming year would seem to indicate that the results have been up to the expectations.

A number of trade-marked makes of high-class goods that are sold entirely through dealers are now being pushed by joint companies in farm and trade papers. The J. K. Orr Shoe Company, of Atlanta, Georgia, has been engineering a campaign of this nature for the "Red Seal" shoe, which is one of its products. The copy used has consisted of two distinct classes. J. K. Orr, Jr., the advertising manager of the firm, defines these as "the first, or general, that appeals to the consumer, and the second, or specific, that is intended for the shoe merchant to whom we want to sell."

Of the uses of these two kinds of copy, Mr. Orr says:

"The former of these is merely a broadcast of publicity, familiarizing the public with Red Seal shoes and their virtues, and is in a large degree co-operative with our customers. Advertising intended for the eye of the merchant is more argumentative. We try to drive home some strong points of benefit to him in adopting Red Seal shoes as his general line. We present the saving in time and freight of a nearby market—the advantage of keeping his stock

sized up by means of our quick mail-order system and the permanence of a trade built upon goods with the wearing value of Red Seal shoes.

"In all of our advertising stories, we emphasize these three benefits so that they are linked in the merchant's mind with us and our brand of shoes, and when he gets disgusted with costly freight or long-delayed shipments he does what we have all along been asking him to do—he sends us a trial order."

It is not to be for a moment imagined that co-operation in farm-market advertising is in the form of the blotchy, crowded copy that obtained in most of the farm papers a few years ago. The advertisers have come to realize that there is a greatly enhanced value to the ad that has a clean-cut, artistic appearance. A bunch of proofs of up-to-date farm paper ads might readily be confused with magazine proofs, for more and more well-planned layouts and skilfully executed illustrations are finding display in them each month.

Merchandising plans of the liveliest sort have been appearing in farm papers. For instance, one manufacturer advertised:

"Your dealer has a tag for you—it's a little Buffalo Calf made from the same leather as our Buffalo Calf Shoes. If you can tear the tag, you'll get a pair of Bentley & Olmstead Company's best Buffalo Calf Shoes, absolutely free."

Says the manufacturer:

"Now, it looks dead easy to the average big, double-fisted, broad-shouldered, husky farmer to grab the little leather calf by the head and tail and yank it in two, but Mr. Calf doesn't yank in two. He then grabs him by the four legs and tries it again, with no better results. After that he tries to twist him into two pieces, but it is all the same. He tries all manner of ways to tear the calf so that he can get a pair of shoes as the manufacturer says, absolutely free. After he has worn blisters on his own hands he asks his neighbors to try a turn at the calf. All this time, Bentley & Olmstead are being talked about and the estimation of the shoes manufactured by this concern is not depreciating any in the minds of the contestants. Once in a while an especially husky farmer does rip a calf in two and gets a pair of shoes. The advertising he gives this firm when he parades about in them is easily worth the price of the shoes."



On the "Blue List" of every mail-order advertiser,—the list of mediums that never fail to bring replies, and at a low price—is the NATIONAL TRIBUNE, the well-known weekly published at Washington, D. C.

Its 115,000 copies, which are mailed every week in the year to individual subscribers, give the advertiser an entree into 115,000 homes. And therein lies the secret of the wonderful pulling power of advertisements in the NATIONAL TRIBUNE.

Recounting in detail each week, the battles of the Civil War, it is weekly welcomed in the homes of the G. A. R. veterans, not only by the veteran himself, but by all the members of his family.

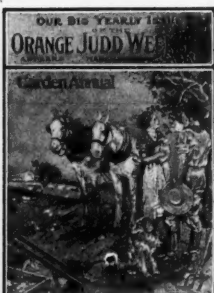
In addition to this, because the NATIONAL TRIBUNE is the organ of the Women's Relief Corps, an auxiliary of the G. A. R., it is also welcomed each week in the homes of the women relatives of the Civil War veterans.

Just think this over and you will probably realize that if you are not using the NATIONAL TRIBUNE you are passing up a medium that not only is known to well-posted advertisers as one of the best, but which actually is a powerful medium for interesting home dwellers throughout the country.

Might pay you to give this further consideration.

THE JOHN BUDD COMPANY,

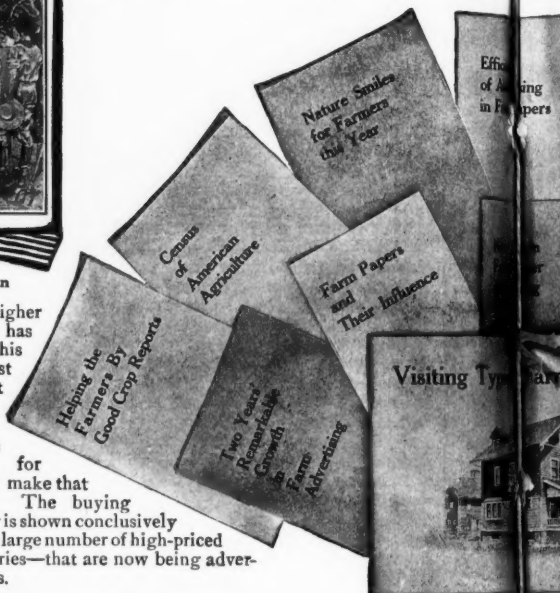
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.



425,000 Circulation

The increasingly higher prices the farmer has been getting for his produce the past decade have not only made him wealthy, but have given him the necessary capital, for equipment, etc., to make that wealth permanent. The buying power of the farmer is shown conclusively by the increasingly large number of high-priced articles—even luxuries—that are now being advertised in farm papers.

These Show the Farmer



DO YOU USE THEM?

Orange Judd Weeklies

925,000 Sworn

Our five farm papers, the weekly NORTHWEST FARMSTEAD and NEW ENGLAND HOMESTEAD and the twice-a-month FARM AND HOME, are read by the families of the farmers who are making and spending money. They are edited, their clearness of vision as to the agricultural situation, the confidence in our papers because we guarantee our advertisers' reliability and take

The shrewdest general, as well as agricultural

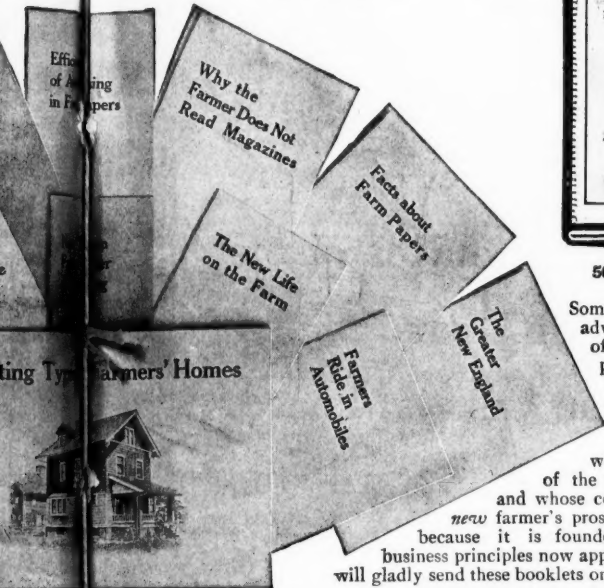
Write for sample copies of our papers and our "Facts about the Farm"

THE PHELPS PUBLISHING COMPANY

1209 Peoples Gas Building,
Chicago, Ill.

335 Palace Building,
Minneapolis, Minn.

The Farmer's Buying Power



500,000 Circulation

Some of these "general" advertisers first learned of the farmer's buying power through our series of constructive booklets, shown herewith, whose titles are pregnant with the significance of the farmer as a market and whose contents show that the new farmer's prosperity is permanent, because it is founded on the modern business principles now applied to farming. We will gladly send these booklets on request.

HAVE YOU READ THEM?

Merchandise and Farm and Home Swon Circulation

INSTEAD OF ORANGE JUDD FARMER, AMERICAN AGRICULTURIST MONTHLY, and FARM AND HOME, with their combined circulation of 925,000 copies each and spending money. The best farmers read them because of the ability with which they present their accurate crop and market reports. Our readers have implicit confidence in their reliability and take no medical, financial or objectionable advertising.

agricultural, advertisers have proved their value.

our "Facts about the new farmer" booklets. They're worth reading.

COMPANY

ORANGE JUDD COMPANY

ing,
n.

315 Fourth Avenue,
New York, N. Y.

Myrick Building,
Springfield, Mass.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

**STREET RAILWAYS
ADVERTISING COMPANY**

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

ADVERTISING'S ACCOMPLISHMENTS VS. ITS POSSIBILITIES.

WHAT ADVERTISING IS DOING TO IMPROVE CONDITIONS OF LIVING—FIELDS WHERE IT OUGHT TO BE APPLIED—PART OF ADDRESS BEFORE ATLANTA (GA.) AD MEN'S CLUB.

By S. Wilbur Corman,

Director of Business Getting and Copy Production for N. W. Ayer & Son.

Twelve years ago you would go into a grocery store and ask for five cents' worth of soda crackers. The grocer may have been drawing kerosene when you came in. Without such a silly loss of time as would be involved in washing his hands he would plunge them into an open barrel, bring out an indefinite quantity of crackers, shove them into a paper bag, and, twisting the top together, hand them to you. If the day was damp the crackers would be soft and soggy; if fair weather prevailed they probably would be more brittle and more broken, while the liability to dust and odors and fly-specks was always present. You knew no better—you were satisfied.

And then came Uneeda Biscuit, fathered by a great business corporation with sufficient capital to install sanitary machinery in clean, well-ventilated bakeries, and the commercial courage to take their message to the people through advertising. To-day in any hamlet a little child can ask for Uneeda Biscuit and get an air-tight, damp-proof, anti-dust package of soda crackers, clean and crisp as when they left the ovens. Yes, it was business—it was selfish—it was individual—but it was a civilizing movement that made for better food.

Nearly five hundred private schools in this great country are advertising—each setting forth in print the reasons why the youth of America should have the sort of educational advantages that that particular institution affords. Does this mean anything for our national educational standards? One great correspondence school, built

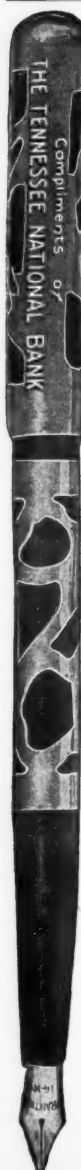
by advertising in nineteen years, now has ninety-two courses of study open to toilers who are willing to devote a portion of their spare time to self-improvement. They have hundreds of thousands of graduates to their credit, and an average of more than three hundred per month voluntarily report a raise in salary directly traceable to improved efficiency because of this school's instruction. Do all these bettered, broadened lives count for anything? Do these increased earnings mean anything to the families dependent upon them? Well, advertising did it.

Who will compute the moral and social value of good music? We are not a musical people—that is, our natural musical inclination is slight and our disposition to improve it even less. But we like music. What do you suppose the phonograph and the player-piano have done for us as a people? They have developed a very general musical sense and appreciation in a few brief years, and advertising is the only means through which it could have been accomplished.

The dentists' profession is bound up by a lot of traditional ethics, and dentists, of course, do not approve of commercial publicity; but as good a dentist as there is in the land told me a few months ago that the widespread advertising of tooth brushes, tooth pastes and powders and mouth-washes had done more for the teeth of the nation than all the dentists in America.

The automobile is augmenting man's social and business capacity, and giving him more time for both. It is lessening his time between work and play, which means more time for either, as he may choose or need. It is keeping families together, taking them into open air and adding an element of pleasure and profit to existence that is not to be measured by a few words. And advertising is doing a good part of the job.

The advertised product is usually a good product. It can't last if it isn't worthy. And this sets a new standard of excellence for



The Effective Way to Keep Your Name Before the Buyers

Here is a "sales-aid" that really will promote sales by securing the buyer's good will and by serving as a constant reminder and a suggestion to *order* your goods.

A SOLID 14kt. GOLD DIAMOND POINT SAFETY CLIP FOUNTAIN PEN

—with *your name* on the holder in any color enamel.

—and our guarantee of absolute satisfaction to the user.

From \$30 to \$100 per hundred.

This Sterling silver fountain pen, \$1.00 each, as a sample of our better quality Pens.

Just write us what price pens you would like to test and we will gladly send samples.

Other fountain pens with gold-plated nibs from 10c. to 25c. each in 500 lots for promiscuous distribution.

**Diamond Point Pen
Company**

86-88 E. Fulton St., New York
Largest Manufacturers in U. S.

all competing articles of a similar nature, advertised or non-advertised.

The American department store furnishes the best example of a merchandise - distributing medium that the world has ever seen, and it has been built and maintained by advertising.

Time and money are necessary in every commercial success, but advertising provides the opportunity for dollars to do more than their old share, and to a great extent curtails the time required.

Yesterday a merchant opened a store; someone came in and then another and then another. With reliable merchandise and proper business methods he slowly and laboriously built up good will and reputation.

To-day he opens his store and advertises. His story is read and believed. Folks come to see, inspect, and examine. Given the same worthy goods and dependable store management, he can establish good will and reputation with comparative quickness. Advertising makes all this possible.

Some people think that advertising is a good deal of a gamble, and that it is difficult and mysterious. It isn't a gamble—it is neither difficult nor mysterious.

I cannot make a suit of clothes, but I have no right to say that the clothing industry is a fake and a gamble and that the whole proposition is shrouded in mystery.

A very high percentage of men fail in all businesses. A great many advertisers fail to arrive. The analogy is perfect.

Brains, capital, natural or acquired ability, time and experience, count in advertising as in everything else.

The South is awake—it is taking a part in the great American industrial and agricultural Marathon that is bothering mightily some winners of yesteryear.

It's glorious the way the old sectional feeling is dying out. The people of Atlanta, Georgia, are surprisingly like the people of Atlanta, Illinois.

Don't stay off by yourselves and congratulate yourselves that you're

not as other men and other sections of this country.

Davenport, Iowa, has no more right to advertise her corn syrup on to the breakfast tables of Dixie than you have to advertise your cane molasses up North.

Brockton, Massachusetts, has no more right to advertise her shoes on to Southern feet than Lynchburg has to advertise her shoes in the heart of Yankeeland.

New York has advertised her athletic underwear on to the backs of half the chaps in Atlanta, and you make as good underwear as any one and ought to advertise it nationally.

Concord, North Carolina, can make enough towels to supply half of America, and yet her great product is unknown in a single household.

You make as good candies as are made anywhere. And I hope and believe that the day is not far distant when you can buy Nunnally's as readily on Broadway as you can now buy Huyler's on Peachtree street.

The South makes as good knit underwear as is made in Utica, but it's practically unknown—very few brands of Southern hosiery are nationally known in a way that compares with some Northern brands that are in no wise superior.

A whole host of your products ought to be as nationally distributed and as nationally known to consumers as "Prince Albert"—the famous joy-smoke of Winston-Salem.

Nationalize your industries and above all nationalize your point of view. Take full advantage of the great economic forces that are at work making our national life fuller and more wholesome, and by all means study how you can apply the greatest of all these forces—advertising—to the development of the vast resources and the improvement of the vast opportunities which are yours.

The Daken Advertising Agency, of Seattle, formerly known as the Welch-Daken Advertising Agency, has opened the new year with its new title. Mr. Daken is in charge. S. M. Miles acts as general representative.



When we solicit business from an advertiser, who happens to be located in one of the smaller towns or villages in New York State, New England or adjacent states, for the

SATURDAY GLOBE

of Utica, N. Y., it is a comparatively easy matter for us to satisfy him that it would be profitable for him to use that excellent medium.

The reason is plain.

He sees the SATURDAY GLOBE sold and delivered into the homes of the town in which he lives, every week, by its boy agents, for five cents per copy. He knows, and is familiar with the kind of home it enters, and his advertising sense tells him, stronger than any arguments that we could put forth, that the use of its columns means increased sales and increased revenue.

We usually get his business, because he knows.

Every advertiser who markets a product for general use or consumption, needs the SATURDAY GLOBE, with its 140,000 circulation in interior New York and New England, as well as in adjacent states, as much as he needs any of the other home-entering mediums of general circulation.

The rate per line is adapted to the quantity and quality of the circulation the advertiser actually receives.

Why not let us tell you about it?

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

NEW ENGLAND

The Land of Opportunity For Advertisers

Her Shoe and Leather Industries

Four Hundred Million dollars' worth of shoes and leather manufactured in New England every year.

Not only does New England manufacture four-sevenths of the entire amount manufactured in the country, but it leads the whole country in respect to quality of product and skill of workmanship.

In this corner of the United States a thousand factories, tanneries and plants are turning out shoes, leather, and shoe and leather machinery, and the hundred and one collateral products that are inseparable from the conduct of this vast industry.

There are more than one hundred cities and towns in New England where our shoes and slippers are made, and since the close of the Civil War these have manufactured and shipped no fewer than 4,000,000 pairs of shoes.

The shoe and leather workers of New England are well paid, and have money for the articles you manufacture, and will buy them if you advertise in

THE LOCAL DAILY NEWSPAPERS

The Great Sales Force of the New England States.

<i>Salem, Mass., News</i>	<i>Lynn, Mass., Item</i>
<i>New Bedford</i> <small>STANDARD AND MERCURY</small>	<i>Portland, Me., Express</i>
<i>Worcester, Mass., Gazette</i>	<i>New Haven, Ct., Register</i>
<i>Springfield, Mass., Union</i>	<i>Meriden, Ct., Record</i>
<i>Burlington, Vt., Free Press</i>	<i>Waterbury, Ct., Republican</i>

MODERN INVESTIGATIVE COPY-BUILDING.

DIGGING OUT ALL THE FACTS AND
SELLING CONDITIONS BEFORE WRIT-
ING COPY—A NEWSPAPER CAM-
PAIGN—ADDRESS BEFORE CLEVEL-
AND AD CLUB.

By Jay Lee Cross,

Of the Cross-Morton Advertising
Agency, Cleveland; formerly with
the White Steamer Auto Co.

It's really too bad that an agency business or the copy writers' work does not end with the writing of copy. I should say: It is too bad that the copy writers' work doesn't begin with the writing of copy, for, in reality, the writing of copy is about the last step taken in laying out any well-founded advertising campaign. Copy, of course, must have literary qualities and strong selling arguments, and in order to get these qualities a man must be a careful student of psychology and human nature. An example of how errors may creep in even though the writer may mean all right is shown in the Bailey Company advertisement of January 19. The heading: "Women's clothing half off!!"

To begin with, every copy writer has to study the article that he is going to advertise. We must study the profit, first of all the manufacturers' profit and the jobbers' and the dealers'. We must find out if an article at such and such a price will stand advertising and how much, then if the amount will do the work necessary to accomplish the object in view. The relative perfection as compared with similar articles must be carefully studied, and right here we come up against a stone wall with an awful bump.

The points of perfection are hard to determine. You must first find the faults in your article and in the articles of your competitors. A relative comparison in the faults between these articles as well as the comparison of the perfection of the articles, will point out the perfection of the article

New Haven, Conn.

New Haven's High-grade Industries

many of whose products
are world-famous, pay
workmen high wages.
The

New Haven Register

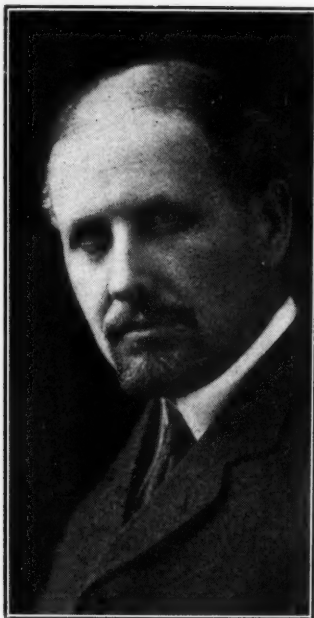
a two-cent, evening paper, LEADS
in circulation, advertising, and
prestige.

Largest and Best Circulation!
Largest and Best Advertising!

JULIUS MATHEWS, Representative

ADVERTISING MAN

Six years in charge
of publicity for firm
manufacturing
machinery and mar-
keting its products
all over the world, is
open for similar posi-
tion. Age 33; tech-
nical training; fluent
writer; general busi-
ness experience. Ad-
dress Box "E. N. B.,"
Printers' Ink, 12
West 31st Street,
New York.



You have your books audited
Wouldn't it seem reasonable to have your selling policies examined, now and then, by a disinterested person who follows that business?

We get too close up to see our finest opportunities
If you are wondering which course to pursue, drop me a line. Perhaps I can help you. One interview often does the trick.

Jay Wellington Hull
Tribune Building, New York

you wish to write about. How many copy writers can take paper and pencil and write ten points of excellence in the article they are writing about? Unless these points can be discovered it is hazardous to attempt an advertising campaign.

We next have to take up the use of the article, governed, of course, by many limitations of field and territory. After we have completed a study of the product and fitted ourselves for the writing of the copy, we must find out to whom the article appeals; we must study the field. There are two kinds of field, divided into the field which is determined by the nature of the product, such as farm implements. It is generally understood that a farm implement has a natural field and would naturally be advertised best in farm journals. Then there is the general field without limitations. I am supposed to hold my discussion to newspaper advertising and the building of its copy. We will, therefore, say that the hypothetical article is suitable to a newspaper territorial campaign, one whose principal distribution would be in the larger cities.

When you are doing newspaper advertising be sure to get the good papers, for you will find out that the bad ones act as a drag to hold down the returns you are entitled to and are sure to get if good papers are used. No media in the world bring the quick and noticeable results that good newspapers do.

Newspapers handle your copy, deliver your story to the public in less time than it would be possible to have the same story printed in any other form. When you stop to think that a newspaper can make a cut, print and deliver 100,000 papers inside of four hours, you begin to see what a wonderful power the newspapers are in advertising. In my mind newspapers can be used with wonderful success, and great credit must be given to the mechanical department of every paper published.

The prospective customer has not much time to read his daily paper or anything else. For ex-

ample, let us say that he arises at seven and retires at ten o'clock; as an average, that makes a total of fifteen hours; eight hours a day average in work, two hours more are spent in eating, two hours more in walking or riding on street cars. This leaves him but three hours to divide between his books, his study, his magazines and newspapers, and he usually gets two newspapers a day. If we give the newspapers an equal share with the others there are forty-five minutes in the day for reading newspapers. We will add a half of the time spent on street cars and then add fifteen minutes for good measure. That allows the average man one hour and fifteen minutes per day for newspaper reading, and I think every one of you will agree with me that this is perfectly fair. Thirty-five minutes is given to the morning paper and thirty-five minutes to the afternoon paper, and when you figure this thirty-five minutes and the fact that one newspaper in Cleveland yesterday carried 1,454 inches of news matter, 123 display ads, averaging ten square inches each in size and 744 classified ads, making a total of sixty-nine columns of news and nearly 1,000 advertisements, you begin to see the advantage of *attention*. So the first step in building newspaper copy is to make the ad attractive, to make it catch the eye and at the same time gain favorable attention. I think that it is best to decide upon some strong, distinctive style that you can consistently follow through an entire campaign. A change of style may be made with a change of campaign, but in my mind it is very foolish. Suppose a man, after spending five months in Cleveland, where he was a stranger, decided that he was not attracting enough attention nor making a proper impression, would you advise him to change his face and look differently? Don't you think that it would take this man a long time to get established if he changed his face every five or six months?

There are several things which would aid us in procuring the at-

Portland, Me.,

itself the center of manufacturing activity of no mean proportion is

Maine's Greatest Distributing Point

and Portland Jobbers respond quickly to the demand created by advertising in the

PORTLAND EXPRESS

Largest Circulation of any Maine Daily!

SUNDAY TELEGRAM

Largest Circulation of any Maine Sunday!

JULIUS MATHEWS, Representative

Follow-up Systems Man Wanted

We want a young man who has had experience in handling a force of copyists, filling in, writing cards, and who knows how to systematize lists and the details of follow-up work in a large mail-order house, where the efficiency of each worker is accurately determined, and where low maintenance cost of department is an object.

We employ 80 to 90 people in the Advertising Mailing Department. We want to raise the efficiency of the work in this department. There is room for a young man to take this position and to help reorganize the department, and there to be promoted to other work calling for an ability to systematize and organize.

In writing, state age, experience, give at least five references as to character and ability, and the amount of salary expected. Address all communications—E. St. Elmo Lewis, Advertising Manager, Burroughs Adding Machine Company, Detroit, Michigan.

tention of the reader. Strong contrasts come first, such as the use of a very light advertisement in the center of a dark page, or a very dark advertisement in the middle of a white page. Then there is the absence of the counter attraction. When one object is shown alone, there is nothing to detract from the attention-value of that object. We find that the use of liberal white space increases the attention-value of the ad by increasing or moving the counter attractions farther away from the advertisement. In our illustrations attention-value is governed by the size, or rather the limit of a visible object, by the representation of the motion, such as a windmill or a picture of a speeding automobile; then emotion adds attention, such as, the mother crying or a little child being hurt or a man laughing. We also know that familiarity possesses attention-value of a kind which turns immediately upon sight to interest. There are many other points of attention, such as, symmetry of the entire ad, correct style and good type. Let us turn from *attention* to the copy.

In newspaper copy, great care must be taken that your ad should be written to meet the average mind. Don't use wording or words that are over the public's head. I know you can't appreciate this, but when you think that ninety-one per cent of the population of the United States are wage-earners, not salaried men, you can conceive some idea of how you must write to the masses on a public circulation daily. A little incident happening to me at the time the *Cleveland Plain Dealer* building burned down illustrates this: The *Plain Dealer* that night was issued from the *Cleveland News*. I was then with the White Company, and the *Plain Dealer* called me up at eight o'clock at night and asked if I could not give them an ad for their paper in the morning. This was on account of the fire. I said that I thought I could. The ad ran something like this: "In this Phoenix edition of the *Cleveland Plain Dealer*, we extend the sincerest-sympathies of the White

Company, manufacturers of White Steam Cars."

I patted myself on the back in regard to the wording of this copy until next morning, coming down town on a suburban street car, I sat next to a man with whom I had a slight acquaintance. He mentioned the fact that the *Cleveland Plain Dealer* was on the street, although they did not have any building to print in. I told him I understood they used the *News* office. He sat looking the paper over, very much interested in its make-up, when he turned to me and said, holding my own ad before my eyes: "That's the damndest ad I ever saw in print. What in the devil does 'Phoenix' mean?" I quickly informed him that I did not know, that I had been reading the same ad and had been trying to make it out for myself. So you can see the necessity of making copy clear and forceful. It should not be copy that people can not understand—we had better say the newspaper copy should be copy that people *can understand*.

To make your copy simple and at the same time have it descriptive of the article, have it explanatory of the uses and have it contain direct arguments, is the aim of the copy writer. He knows that he has to do these things and a great many times does them, but when he is asked why, or when he asks himself why, he hardly knows how to answer. It seems to be that in the writing of copy, training and experience have a great deal of value.

There is a great deal of talk about putting human interest in the copy. The term "human interest" is very easy to use and very difficult to apply. In my mind it means interest. The idea of profit to the consumer, or to the retailer, appears more than any human-interest story that you can inject into your advertising. The easiest possible way to touch the heart of the American public is by hinting or stating the loss of profit to them if they do not buy or the profit and comfort if they do buy. This must all be worked out and carefully planned with the selling

campaign and must end with a direct appeal, a direct command or an impulse to action, because the ad does not cover its entire scope until the reader has at least sought the article advertised. This appeal may be made through many different channels. You can suggest in your advertisement that this offer is only open for a limited time, thereby hurrying his action, or by a limited quantity you can also hurry action by offering his money back if he is dissatisfied, or an examination before payment. The use of a coupon will also aid in receiving direct replies. I would suggest that the direct command be somewhat varied from the hackneyed phrase of to-day and a somewhat original command be installed in its place.

From my experience with newspaper advertising, I can't but believe that a great many of the campaigns now being carried on by direct advertising or general magazine advertising could be made to bring greater results with less expenditure of money if newspaper space was used intelligently.

PHARMACY EXPERT COMES OUT FOR BILL AGAINST ADVERTISING FRAUD.

"Deceptive advertisements of foods and drugs will only be corrected by the enactment of a commodity bill providing a severe penalty for the publication of advertisements containing false statements.

"The Federal authorities, acting under the Pure Foods Law of 1906, can compel the printing of the constituent parts of articles on the label, but are powerless to prevent the publication of misleading advertisements that are crowded with false statements about the article advertised."

This arraignment of false advertising of fake foods and drugs was voiced February 3, at Philadelphia, by Dr. J. O. Schlatterbeck, dean of the department of pharmacy of the University of Michigan.

He addressed local druggists and scientists at a meeting of the scientific section of the American Pharmaceutical Association.

"The general public," added Dr. Schlatterbeck, "will never be entirely protected as long as the daily press aids in the deception regarding foods and drugs. There must be stringent legislation concerning such advertisements. Then, and only then, will we have pure foods and greater business rectitude."

The great Diversified Industries of Worcester (Mass.)

employing well-paid skilled workmen, are the Advertiser's Insurance of a profitable field.

And the way to reach Worcester people is to

use the GAZETTE

Largest Evening Circulation!
"The Paper that goes Home!"

JULIUS MATHEWS, Representative



FIRST In the Automobile and Accessory Fields are THE AUTOMOBILE, and MOTOR AGE

The greatest non-duplicating single Power for Business in the Automobile Field—

Proved by our subscription lists which are open to inspection. These weekly publications are subscribed to by the cream of car owners and dealers in the United States.

Combined Circulation over
38,000 Weekly

Write for rates and full information.

THE CLASS JOURNAL CO.

231-241 W. 39th St., 1200 Michigan Ave.,
New York Chicago

A. A. C. OF A. INTO THE BREACH.

PROPOSED RAISE IN MAGAZINE POSTAL RATE CONDEMNED BY EXECUTIVE COMMITTEE—RESOLUTION ADOPTED AND SENT TO SENATE COMMITTEE AND PUBLISHERS' COMMITTEE AT WASHINGTON—PLANS FOR COMING CONVENTION—GOOD GROWTH SHOWN.

The executive committee of the Associated Advertising Clubs of America has just completed an important conference in Chicago. One of the most pressing matters considered was that of the proposed increase of postage on the advertising sections of periodicals. It was the unanimous belief that this was class legislation and that it was unfair in that it was being railroaded through Congress as a rider on an appropriation bill, without a proper hearing from the advertising and publishing interests affected. The following resolution was adopted and sent by telegraph to the Hon. Boise Penrose, Chairman of the Senate Committee on Post-Offices and Post Roads and also to the publishers' committee in Washington:

As the Associated Advertising Clubs of America represent the advertising interests of the country, this executive committee in its semi-annual meeting held in Chicago to-day wishes to object strongly to the passage by Congress of the amendment to the post-office appropriation bill raising to four cents a pound the postage on the advertising sections of periodicals. This association, including in its membership fifty-three clubs in thirty-eight different states, having a membership of 3,900 members, believe that the proposed increase is unjustifiable, because it is made without adequate investigation of the facts, because it is an added tax on the business interests of the country that do national advertising, and because it is very definitely class legislation that is made applicable to one class of publications without being made applicable to all. For these reasons, we urge upon the Senate that it do not pass this bill, during the few remaining days of this session, but rather that it take up the whole subject of postal reform as outlined in the Carter bill and consider the question in all of its relations and aspects. This will be in keeping with the American spirit of fair play, and will result in justice both to the Post-office Department and to the business men of the country.

The full plans of the Boston

convention were presented by Mr. Humphrey and Mr. Graves, of Boston, and were unanimously approved. It was the belief of the committee that the plan for no former convention had been worked out with such thoroughness so well in advance as has been done in the case of the convention next August in Boston. Reports were presented from clubs in various parts of the country that are planning to send special cars, and St. Louis and the Southwestern division are even considering sending a special train to Boston. The members of the committee believed that in attendance the Boston convention will break all records and it was said that between two and three thousand advertising men from all over the country would be present. Mr. Humphrey had a letter stating that six important advertising men from London representing English advertising interests would cross the ocean to meet with American and Canadian advertising men in Boston.

Mr. Florea, the secretary, made a report on the fine growth the clubs have had during the past year. It showed that at present fifty-three clubs have been organized, representing thirty-eight different states and having a total membership of practically four thousand. News was received of many more clubs that are now seriously considering joining the association and a letter was read from an officer of the Advertising Affiliation, embracing the clubs in Detroit, Buffalo, Cleveland and Rochester, asking for full information in regard to the national organization with a view to placing the information before this Affiliation. The executive committee voted to send all the information desired.

The work of the educational committee was outlined and the work being done by the various clubs in introducing advertising instruction into colleges and universities was considered and heartily approved. The executive committee decided to put the educational course of the national association in the form of a

pamphlet for wide distribution among the clubs as a book of instruction. This is at once being put to press and can be had by any advertising club on request of the secretary, Mr. P. S. Florea, 137 West Maryland street, Indianapolis, Ind. The committee adjourned to meet in Boston next August.

BANK ADVERTISING AS A CURE FOR FINANCIAL EVILS.

"Bank advertising is too meagre," says the Brooklyn *Eagle* with jocose intent, apropos of recent happenings in the banking circles of New York. "People want to know more than the amount of capital and surplus and the mere names of the heads of a banking institution. The advertising should present certificates of alienists who have looked the president and cashier over and have found them reasonably free from wheels in the head. We should have something like this:

"Capitalized at \$5,000,000; surplus, \$2,400,000. Our president and cashier are examined rigorously once a week by Dr. Johnway, assisted by a corps of competent head experts. Our officers are amply covered by insanity insurance against undue greed and suspicious, secretive and impulsive tendencies. A full list of their personal expenses will be shown to depositors upon request. All of our officers are charter members of the bankers' association known as the Caesar's Wife Club."

THOS. SHEPHERD BEST BOOSTER OF A. A. C. A. CONVENTION.

Thomas Shepherd, a member of the Advertisers' Club of Milwaukee, associated with R. R. Johnstone, is the winner of the first prize award for advertising copy boosting the next national convention of advertising men.

The contest, which was widely entered by ad men all over the country, was conducted by the Pilgrim Publicity Association of Boston. Milwaukee ad men are elated at Mr. Shepherd's success in the contest, which called for "the best advertisement of the attractions and advantages of the convention of Associated Advertising Clubs of America in Boston in August, 1911."

The points considered by the judging committee were: Suggestive and convincing copy, 50; attractive design, 25; advertisement considered as a whole, 25.

The committee comprised George French, chairman; Henry P. Dowst, secretary; Arthur B. Harlow, Thomas J. Feeney and Irving W. Humphrey.

The Classified Advertising Company, Chicago, has been incorporated with \$25,000 capital to conduct a general advertising agency by Francis W. Gentleman, Franz C. Jordan and Charles L. Cole.

Pictorial Review

Circulation 625,000

(and still growing)

Whether you advertise soups or saltines; stoves or skirts; corsets or candy; kodaks or cleansers—you cannot afford to overlook PICTORIAL REVIEW with its monthly message to the women of 625,000 households.

The advertising volume for January, February and March 1911 issues shows a big increase over the same months of 1910.

There must be an unusual advertising value back of this growth because most publications are finding it hard this year to equal their 1910 records.

PAUL BLOCK, INC.
CHICAGO NEW YORK BOSTON

FIRST-HAND FACTS ABOUT FARM DEALER CONDI- TIONS.

A TOPEKA AGRICULTURAL PAPER HAS COLLECTED SIGNIFICANT FACTS AND FIGURES—RESULT OF AN ADVERTISING MAN'S PILGRIMAGE THROUGH ELEVEN TOWNS.

A Kansas man went off on a tramp last fall. Stick in hand and shod with a stout pair of shoes he swung along in fine spirits to the little town that he had marked as the end of his first day's travel. He had decided to forget work for the whole two weeks of his vacation. But being an advertising man, an idea struck him squarely between the eyes, just after supper when he was getting comfortably settled.

"Why not," he thought, "find out conclusively these two weeks whether I have been talking guff to the advertisers in *Kansas Farmer*, or whether this Kansas farmer really is such a big buyer and such a promising purchaser of advertised goods."

When in the harness, he had perforce taken square and hard the view-point of an interested party, in his solicitations. He had boomed the farmer up to the skies—he had pictured him as being eager to get only the best and as spurning a suggestion to buy cheap articles.

"I'll find out the facts for myself," he decided. "I'm comparatively unprejudiced for a fortnight and I'm going direct to the places that can supply the information."

The following facts are from his daily journal. They are eloquent in meaning.

He visited eleven towns ranging in population from 272 (Morganville) to 4,427 (Concordia). They are a fair average of agricultural Kansas. The sixty-five dealers the traveler talked to were surprised that any one should not know that the farmer wanted the best goods he could get.

They each willingly gave the investigator the run of the store. The latter found in clothing stores these lines to be the best sellers—

all advertised: Society brand, Ederheimer, Hart, Schaffner & Marx, Henley and half a dozen others; Kenyon Raincoats, B.V.D., Porosknit, Staley and Cooper underwear; President, Bulldog, Shirley, etc., suspenders; Selz, King Quality, Florsheim, Walkover, etc., shoes; Silver, Arrow and Corliss-Coon collars and shirts; Adler's, Perrin's, Excelsior, etc., gloves; Boston garters, Tiger, Stetson, Guyer, etc., hats; fifty different makes of advertised pianos in music stores, as well as twenty different organs, Victor, Columbia and Edison phonographs, and Simplex, Cecilian, Kimball and Apollo players. The predominance of advertised brands of proved quality was likewise shown by inquiry at grocery, hardware, jewelry, furniture and dry-goods stores.

The self-appointed investigator made an interesting table which showed the kinds of stores visited, the average stock carried, in dollars, the average annual sales, the average percentage of sales to farmers and the average percentage of increase in five years.

A pamphlet, written to interest advertisers, by Otto Barth, advertising manager of the *Kansas Farmer*, Topeka, sums up the traveler's findings as follows:

"The table shows that for the sixty-five dealers' businesses of the ten different lines, there is a yearly turnover of about twice for the lumber yards, hardware, drug, furniture, clothing and shoes, and dry-goods stores. The turnover is about three times for general stores, five times for the groceries and music stores and about once for the jewelry stores. These points are mentioned to bring out the fact that the table is fairly representative of actual conditions. For, among those posted on these various lines, it is agreed that the averages shown are conservative indexes.

"The average stock of all the ten lines is shown as \$10,888, while the average annual sales shows as \$28,597. The farmers buy an average of 64.5 per cent of the total sales, while farmers' purchases show an average increase

of 52.5 per cent during the past five years. The highest amount of stock carried by any dealer, reporting for the table of averages, was \$45,000 in a town of less than 4,000; while the smallest stock included was \$700. If we multiply \$28,597, the average annual sales of the table, by 9,156 dealers in Kansas (exclusive of implement dealers), we arrive at the figure \$260,839,132 as the gross merchandise sales in Kansas, outside of farm machinery, implements and stock supplies. This figures down to an average of \$760 purchases per family, for all of Kansas families.

"It thus appears that Kansas farmers are buying \$168,241,240 worth of general merchandise, while the town and city folks are buying \$92,597,892. And the manufacturers are spending hundreds of thousands of dollars, advertising, in bidding for the \$92,592,892; and practically nothing for the \$168,241,240! For, aside from farm machinery, implements, vehicles and stock supplies, and other farm equipment (of which Kansas farmers buy about twenty million dollars' worth a year), less than ten per cent of the goods farmers buy are advertised in farm papers."

These facts and figures, cold and sharp, are impressive. The results of this investigation take on even greater interest from the fact that there is no real reason to suppose that the Kansas farmer is more puissant in his pocket-book and more discriminating in his selection of brands than farmers of other sections of the West. Indeed, there is every reason to suppose that he is about the average Western type.

Some time ago the publisher of *Farm & Fireside* conducted a very ambitious inquiry along somewhat similar lines in four or five states. His agent not only took account of the goods he found in stock at the stores but he went to the farm homes and from what he learned in them listed a truly remarkable array of the trade-marked articles he found regularly in the wardrobes, in the living-rooms and on the shelves.



Sledge Hammer Copy Produces

It commands attention—respect. It creates not casual interest, but *immediate* action. It *sells*.

There's no "maybe" or "hope so" or "will it pull" about it.

When you send out a big, powerful, confident salesman—full of his proposition; if he is big both in brain and brawn you don't wonder if he'll make good. You **know** he will.

Strong, forceful illustrations with the swing and breeze of action; pointed-graphic—intense—vigorous sincere copy are the elements which we successfully put into our

Sledge Hammer Advertising

Recently we took a discarded illustration of a prominent advertiser and converted it into the strongest thing they had ever used. We saw possibilities in it—the supreme possibility—that twelve good men had missed. These same twelve men had failed to produce copy, to go with the illustration in question.

We produced. We can produce for you.

A copy of a unique booklet—"Sledge Hammer Advertising"—will be sent free to any advertiser who asks for it. Please request it over the signature of either the general or advertising manager. It's worth sending for.

The Miller Advertising Company

Toledo, Ohio



SELLING WAGONS BY MAIL IN SELF-PRESERVATION.

KENTUCKY WAGON MANUFACTURING COMPANY FORCED TO REVOLUTIONIZE METHOD OF DISTRIBUTION—CHARGES AGAINST DEALER AND HARVESTER COMPANY.

By G. D. Crain, Jr.

Forced to revolutionize its whole scheme of distribution by reason of the indifferent attitude of the dealer and alleged "big stick" methods on the part of a huge competitor, the Kentucky Wagon Manufacturing Company, of Louisville, having one of the largest plants in the world devoted exclusively to the manufacture of farm wagons, has decided to cut out the dealer and jobber and go directly to the consumer. It has taken fair-sized space in forty farm publications and the 8,000 inquiries received during the first month (January) indicate a probable success.

There are very few, if any, manufacturers who sell farm wagons exclusively by mail. The large mail-order houses, it is true, sell wagons by mail, but the wagons are not of their own manufacture, and their solicitation is also helped by the business they do in the thousand other lines they carry. The Kentucky company, thus, will have no precedents from which to glean experience, and is really blazing a pioneer trail in the line.

The Kentucky company has a capacity of 40,000 vehicles a year, and sells them under the name of "Old Hickory" and "Tennessee" farm wagons all over the country, but chiefly in the South. Nine hundred thousand wagons have been sold since the company began business many years ago.

The veiled charges made by this company that the International Harvester Company was forcing dealers to take on the "Harvester" line of farm wagons

as a means of retaining the agency for the "Harvester" farm implements created excitement among the dealers, and has helped to stir up activity.

Other abuses are complained of by the Kentucky company in its catalogue. Chief of these is the stand taken by dealers' associations. The associations, the company complained, refuse to buy from a manufacturer who sells a wagon direct to the consumer or who sells part of his output to a mail-order concern. The Kentucky company asserts that many dealers give decoy orders in order to keep its salesmen from selling to their competitors, and then before the goods could be shipped cancel the orders.

The dealer problem has thus of necessity made a big advertiser out of a non-advertiser. The company, previous to its experiment with printers' ink, had done practically no advertising, not even in the trade papers. About the only support the wagons got in the way of the printed word

\$10 to \$30 Less Than You Thought
For Your Next Wagon
—FREIGHT PREPAID

World's Largest Wagon Factory Built Now
Sell You the Best Wagon Built at Wholesale
Factory Price Freight Prepaid—On Free
Trial and Long Guarantee.

This means from \$20 to \$30 in savings to you
because according to the size and style of the
wagon you want.

We make and sell more farm wagons than
any one else, have the largest factory and hold
the highest reputation.

Write for our prices, freight prepaid, and see
large, fine wagon broch, listing outstanding facts.



Learn why we make this remarkable offer on

"Old Hickory" and "Tennessee" Wagons

500,000 of the wagons have been sold. If wagons were valued a greater reputation.
Choicest lumber, modern and buy—selected for years in our own yard—selected and
re-inspected—inspected and re-inspected. First and steel chassis far heavier than the
ordinary, every detail beyond practical improvement.

To Farmers and Users of "Old Hickory" and "Tennessee" Wagons: If you now
have one of our wagons and want to decide on long service, you need
wagon parts, write for the literature. Brochures on parts, models. The
found of these wagons in all service, an all-essential price, all claims.

4-Weeks' Free Trial and 2-Year Guarantee

If the wagon you choose doesn't show you a big saving need it sent at
our factory. For and a saved purchase, making us responsible to you
one year free and delivered free, and all your money back.
Send to your name and address on a postcard or the one you see everywhere.
Promptly fill your hands. No matter when you find don't put a dollar in a
wagon until you get our offer. Address:

KENTUCKY WAGON MANUFACTURING CO., (Inc.)
Office, 221 West "N" Street, Louisville, Ky.

THE TYPE OF COPY USED IN LIEU OF DEALERS.

was the literature sent to the dealer. The consumer was entirely neglected.

The defection of the dealers therefore brought the marketing problem to a crisis, for there was no consumers' demand to fall back upon, no prospective purchasers educated by advertising to walk into stores and insist upon

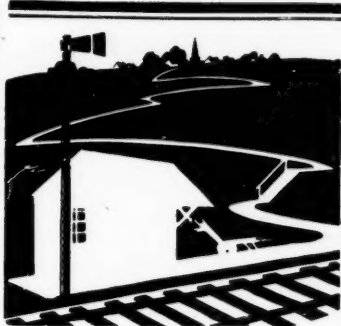
having "Old Hickory" or "Tennessee" farm wagons as against anything else the dealer might be carrying. The company, having lost control of the dealers, decided it not worth while to fight to get them back, but abandoned absolutely its old position and took up one which is regarded as strategically stronger. Where it was formerly placing entire dependence upon the dealer to get the business, it is now placing entire dependence upon advertising.

The dealers are, of course, up in arms over the innovation, and the trade papers covering the farm implement field are also denouncing the Kentucky company.

Many dealers believe the company will find its plan impracticable from the fact that the bulk of the farm-wagon business has been done, as they assert, upon long credit. Therefore cash terms, in their opinion, will not interest the purchaser. The question of collections has always been a considerable one, and long credit has been regarded as absolutely essential.

The Kentucky company hopes to get around this by quoting a lower price for its wagons, and giving thirty days' trial and a two years' guarantee. The wagon is shipped C. O. D., but the provision that it may be shipped back to the factory at the manufacturer's expense at any time within thirty days, if found unsatisfactory, is expected to meet the prejudice against buying "unseen." The manufacturers do not believe that the percentage of wagons returned will be large, although President W. C. Nones admits that they are watching this point with a great deal of interest. The advertising campaign is being conducted through the Long-Critchfield Corporation, Chicago.

In the merchandising situation in which this company finds itself, and in its plan to get out of it, can be seen a deep-lying general condition and tendency becoming yearly more critical, especially in the West. The friction between manufacturers, discontented with inefficient, tricky retailing, and



When the brakeman called "Hillcrest" the stranger got off. He had to walk three miles to the town.

Returning hot, tired and mad, he said to the ticket agent:

"Why don't you have the station near the town?"

"Because," answered the agent, "we find it more convenient to have it near the railroad."

Many advertisers feel like the railroad. It has not yet occurred to them to bring the station and the town together.

Many advertisers making goods that not only might be, but actually are bought by farmers, are not advertising these goods where farmers will read about them. The farmer is too far away from the mediums which carry their advertising.

Farm and Fireside will bring your station and the farmer's town nearer together. Farm and Fireside will place your goods before the farmer who is anxious to buy and able to pay. Farm and Fireside immediately opens up a new market of 450,000 homes and farms that must buy everything somewhere.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

16

Chicago

the dealers who have their own tales of woe, is fast aligning manufacturers and dealers into hostile camps. The mail-order method of selling is being seized upon by manufacturers as the way out of intolerable situations, especially those selling to rural districts where retail conditions are hard to master.

If it were possible for manufacturer and dealer to get together and talk to each other frankly, it is likely that a broader sales policy would develop for both on the basis of mutual advertising co-operation such as is practiced by the general advertisers selling mostly to city trade.

NEW EDITION OF DRUGGISTS' DIRECTORY.

The fifteenth, or 1911, edition of the "Era Druggists' Directory" has been issued by D. O. Haynes & Co., of New York, publishers of the *Pharmaceutical Era*. Its 280 pages are packed with the essential facts in the field.

There is a list of the wholesale druggists of the United States, Canada, Cuba, Porto Rico, Manila and Hawaiian Islands, and of the retail druggists in the same territory. A section of the book is given over to a mention of the manufacturers and other firms in the United States that supply the drug trade.

The following departments add utility: National Drug Associations of the United States and Canada; State Pharmaceutical Associations; State Boards of Pharmacy, etc., active associations of retail druggists; colleges and schools of pharmacy in the United States; and the drug journals in the United States and Canada.

The exhaustive nature of the information makes this a valuable work of reference for the manufacturer, sales manager or writer.

CHICAGO TYPOGRAPHERS PROTEST PROPOSED POSTAGE INCREASE.

Resolutions were adopted by the Chicago Typographical Union No. 16 on February 12, protesting "against the proposed amendment to the postal laws increasing the charge for postage on the advertising pages of publications, believing that it is based upon a wrong principle and harmful to the people"; and declaring that "the extension of the arbitrary power of the postal authorities to make such decisions is contrary to the principle of self-government upon which the nation is founded; and that it must inevitably seriously injure the printing industry by forcing the suspension of many legitimate publications which now give employment to our members."

A. A. C. A. AND C. A. A. PROTEST POSTAGE RATE INCREASE.

Protests against the proposed increase of postage rates for the advertising sections of magazines from one cent to four cents a pound were sent to Senator Penrose, chairman of the Committee on Post-offices and Post Roads, by the Chicago Advertising Association and the executive committee of the Associated Advertising Clubs of America.

Both protests declare "the proposed increase is unjustifiable," because it would be an added tax on the business interests of the country and would be "class legislation."

The message of the Chicago Association was framed at a banquet meeting for the national executive officers, held February 10 in the clubrooms.

It declares an increase in the rate is wholly unnecessary, because "by putting the Post-office Department on a business basis it can be made to earn a profit and serve the people in a larger way than ever before."

"It simply means a postal rate increase of over 150 per cent," declared Herbert S. Houston, of Doubleday, Page & Co., New York, a member of the national executive committee.

"The publishers are not afraid to meet with the Senate committee and undertake an examination of the facts, even if such an investigation leads to the conclusion that postal rates should be raised somewhat. But they do object to having this great increase thrust upon them without warning and without a hearing."

PUBLICITY HELPS SOLVE TRAFFIC PROBLEM.

According to Capt. C. C. Healy, chief of the traffic squad of the Chicago Police Department, speaking recently at the monthly meeting of the Advertisers' Club at Milwaukee, only fifty-six arrests were made last year in Chicago for the violation of street regulations, although 100,000 vehicles were driven through the loop district daily. He attributed the successful management of this problem in Chicago to publicity.

Parmalee J. McFadden, assistant editor of the *St. Nicholas Magazine*, died February 9, at Greenwich, Conn., aged forty-eight years. He had been Western manager of the General Electric Company's meter department at Chicago; secretary of the A. C. McClurg Publishing Company and then for twelve years assistant editor of *St. Nicholas*.

WILLIAMS PRINTERY CELEBRATES SECOND ANNIVERSARY.

The Williams Printery, of New York, celebrated the second anniversary of its advent into the field of advertisement composition, in the form of a beefsteak party February 4.

Efficiency is the great
need of business today.
Consider it when you purchase
business stationery, and you will *insist*
that your letterheads be produced on

(Trade Mark Registered)

CONSTRUCTION



BOND

*In White and
Six Colors*

*Envelopes
to Match*

You'll want it first of all because its *character* will make your letters *seem more important*, thus adding to their efficiency. But the *efficient economy* of its *method of distribution* is what *clinches* the matter with every shrewd business man:

Construction Bond is sold *only* in quantities of 500 lbs. or more, *direct to responsible* printers and lithographers throughout the United States, while other fine papers are sold through local jobbers, a ream or two at a time, to any printer who will buy them.

The difference to *you* is the saving of the jobber's profit and of the wastes of small lot dealing. Also, when you secure Construction Bond, you *know* you are doing business with a broad gauged manufacturing stationer who knows and *applies* modern methods of business efficiency to give you *utmost value* for your money. So insist upon Construction Bond.

For the names of those in your locality who supply it, and some handsome specimen letterheads on Construction Bond, just ask us on your *business stationery*.

W. E. Wroe & Co., 302 Michigan Boulevard, Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, Feb. 23, 1911.

Advertisers and advertising agents are invited to send PRINTERS' INK suggestions, items of news and information regarding their campaigns. This is *your* paper. Your co-operation in any form is welcome and appreciated.

The Advertiser's Right to be Heard

The measure now being so strenuously urged by the Administration is the first undisguised effort ever made in this country to impose a direct tax on advertising. A great principle is involved. If a tax on advertisements in magazines can once be established, then the door is opened to tax advertising in every one of its many other forms. That brings up the question of what advertising is and whether it is a thing to be repressed and discouraged.

It is a fact that a nation's advertising is a good indication of its rank in the industrial world. Countries like China and Persia have no advertising worth speaking of, and, industrially, they are dead. Europe admires and imitates American advertising. It is recognized as concrete evidence of the enterprise and go-ahead spirit of American business institutions. What will Europe say when it learns that we have deliberately endeavored to cut out one of the greatest props of our industrial development?

The most serious problem the business world has to confront today is the problem of distribution. An article costs so much to make, but before it gets into the hands of the consumer, the price has multiplied several times. Why? Because the machinery of distribution is too complicated and contains too many useless wheels. Right here advertising steps in as an economic force, bringing manufacturer or merchant into direct relations with the consumer, taking the place of more expensive methods of distribution and thereby reducing the cost of living. Advertising is the visible sign of live, healthy, aggressive business conditions. Eliminate advertising entirely and you will put back our industrial progress two hundred years into the dark ages of merchandising.

Any business man is a fool to invoke the tremendous power of publicity, if his methods and his goods will not stand the glare of noon-day. He must first clean house and go to the public with clean hands. Therefore, advertising is a power for better business as well as bigger business. It is a force working day and night for commercial uprightness. The swindler who attempts to use advertising to further his ends soon finds himself in jail. The honest man who goes straight to the public with a plain, unvarnished story of facts, free from exaggeration, wins the confidence of the public and adds to the wealth of the nation as well as to his own. Any attempt to tax advertising is an attempt to tax business enterprise

and sagacity. Not only will it throw thousands out of employment, directly and indirectly, but it will disastrously affect industrial conditions in ways that we do not now even apprehend.

When President Taft's message appeared, **PRINTERS' INK** asked permission, on behalf of the great business interests spending six hundred millions of dollars annually in advertising, for a chance to be heard. This was not granted.

The fact is, neither the President nor the Postmaster-General realizes what far-reaching effects will follow in the wake of this bill. It is a bad sign when the defendant cannot get his day in court and is condemned without a hearing. This is not a publisher's battle alone—it is a discrimination against the entire business community.

Thomas L. James, Garfield's postmaster-general and President of the Lincoln National Bank of New York, said to **PRINTERS' INK** that, while he did not wish to be quoted regarding the particular merits or demerits of Mr. Hitchcock's bill, "If the passage of this bill would affect so seriously and vitally the publishers of the country, I would by all means say that the Government should not act without a thorough and just inquiry into the whole proposition. I would suggest that a committee of the publishers meet in conference a committee made up of the Postmaster-General, the Chairman of the Committee on Post-Offices and Post Roads in the Senate and the Chairman of the same committee in the House.

"When Col. Waddell, many years ago, introduced into the House a bill to make the rate for all second-class matter two cents a pound flat, such a plan was adopted and the American Publishers' Committee, made up of Joseph W. Harper, Roswell Smith and D. Appleton, met Col. Waddell in a conference where both parties affected—the Government and the publishers—frankly canvassed the matter in all its bearings."

The Parcels Post and the Second-Class Tax

That there should be so much discussion at one time centering around postal facilities—second-class rates, parcels post, postal savings bank, etc.—is evidence of the vital nature of this institution in American life. Like the railways, which have always been before the public eye in some way or other, the Post-office is an organic center of our body politic because it controls facilities of transportation. The same need, so well expressed by Harrington Emerson, the efficiency engineer, of system and businesslike efficiency in railroad management is just as vital for the Post-office. At present it is behind the railways because it is hampered by politics.

The direct relation between the proposed magazine advertising tax and the parcels post is in the condition given as the chief reason for the tax—the postal deficit. Why should magazines be asked to pay a deficit entailed almost entirely by the cost of rural free delivery service which magazines scarcely use at all? Why not center effort on developing a parcels post system on a plan reasonably worked out? The injustice of taxing the magazine advertising which has developed the country into a national market for manufacturers, simply in order to help fill up a financial gap created by a multitude of unbusinesslike conditions is evident to intelligent observers.

A large part of the opposition to the parcels post idea, as is to be inferred from an article printed in this issue, is due to the super-radical propositions which have been advanced in the name of the parcels post. It would obviously not be businesslike to charge less than it costs, under efficient management, to carry parcels. Neither would it be economically fair to manufacturers and distributors. Switzerland, being small, can have a uniform rate on parcels that is very low. But to strike the postal cost

average here, where a haul may be either 10 or 3,000 miles long, will take modern expert cost accounting, and the most modern businesslike management.

How are we to have such analysis, either for parcels post or for figuring a just rate on magazines, without the analysis and cost separation which is now woefully absent?

Enter the Tailor

Perhaps infused with courage by backing of the woolen manufacturers, the merchant tailors are now doing something about their suffering business.

Discussion of a plan to inaugurate a nation-wide campaign of newspaper advertising to develop their business engaged a session of the National Association of Merchant Tailors at Washington last week.

A proposal to raise a fund of \$100,000 to spend in this publicity campaign in conjunction with woolen and trimming jobbers was submitted. The proposition kept the convention in session until far after the set time.

The proposition was explained at length by H. A. Wilkie, of Chicago, chairman of the publicity committee, and the resolution was submitted by Julius Winter, Jr., of Louisville, Ky., a member of the committee.

Declaring that the merchant tailors had sustained serious injuries through inroads made into their business by ready-made clothing manufacturers Mr. Wilkie further said that these inroads had been made by advertising.

"It has been said that a hair of the dog that bit you is good for the bite," Mr. Wilkie said, "and in this case it is high time we were beginning to apply some of the hair."

Pointing out the beneficial results of a campaign that had been tried in Chicago through newspaper advertising, Mr. Wilkie urged that a broad campaign be undertaken by the Merchant Tailors' Association.

PRINTERS' INK pointed out, as long ago as 1908, that merchant tailors were decreasing both in number and prosperity. The assertion brought a feeble defense from one of the officers of the association, who asserted that there had been an increase; but the sad fact developed on further investigation that most of these so-called "tailors" making up the alleged increase were little more than "pants pressers," some keeping samples of fabrics on hand and taking orders for suits; but making no pretence of being able to produce a suit of clothes in their own shops.

With a strong asset on their side in the general preference, other things being equal, for having clothes made to measure, the merchant tailors as well as the jobbers of woollens and trimmings, have sat practically idle while ready-made clothiers have been developing a habit for ten years or more which undermined this business.

Perhaps—if good sense is used and a liberal appropriation made—the balances can be swung more equally.

THE PLUTOCRAT MAGAZINE PUBLISHERS.

The magazine proprietors differ with the Postmaster-General on the question of magazine earnings. But accepting his conclusions as true, it appears that a new crop of millionaires has sprung up. They are not conspicuous in the golden horseshoe at the Metropolitan and do not figure prominently at \$10,000 dinners, nor are they credited with the purchase of foreign estates or the acquisition of titled sons-in-law. Their inconspicuousness differentiates them from other possessors of large fortunes; no doubt they are new to the use of wealth.—New York World.

W. P. BANNING WITH D. O. HAYNES & CO.

W. P. Banning has left the office managership of the advertising department of *Hampton's* magazine and is now business manager for D. O. Haynes & Co., publishers of *The Pharmaceutical Era* and *The Soda Fountain*.

An error in copy for the *Automobile* ad in the issue of February 16 made the circulation 78,000 when it should have been 38,000.

13,000 Circulation *of the very* **Highest Quality**

That is what BETTER FRUIT offers to advertisers.

That is why BETTER FRUIT advertisers get results.

Every one of BETTER FRUIT'S 13,000 subscribers is the most desirable kind of a customer for advertised goods.

Every one of the 13,000 homes that BETTER FRUIT enters every month is of the class of homes advertisers desire most of all to reach.

BETTER FRUIT

is the official organ of the fruit growers of the country—owners of big, productive fruit farms, to whom the nation looks for its fruit supply.

These 13,000 fruit growers who subscribe to BETTER FRUIT are all enjoying the fullest prosperity. Their incomes are increasing, and their families live in well appointed homes, maintained in comfort and luxury.

These 13,000 desirable families will read your offers every month in the pages of BETTER FRUIT—and their trade is well worth going after.

BETTER FRUIT PUBLISHING CO.
HOOD RIVER, ORE.

CANADA

Has One

Agricultural Journal

that asks to be measured by its editorials, specific information given, general get-up, quality of paper and class of illustrations used, yearly subscription price, and age of publication.

The Farmer's Advocate — AND — Home Magazine

established 1866, has the largest circulation of any agricultural paper in Canada and is the only weekly agricultural journal commanding a subscription price of \$1.50 per year. It is taken by the most progressive farmers in every locality, who have money to spend for good articles.

Send for sample copy and advertising rates.

Address the
William Weld Co.
Limited
London, Canada

PRODUCTIVE SALES LETTERS.

CONSERVATION AS NECESSARY IN BUSINESS BY FORM LETTER AS IN FORESTRY—ACHIEVING DIFFERENTNESS IN A MASS OF SAMENESS—POSSIBLE TO MAKE A FORM LETTER BETTER THAN ONE PERSONALLY DICTATED.

By Leonard G. Vair.

Secretary and Assistant General Mgr.,
Davey Tree Expert Co.

The early settlers in this country cleared farms only to clear away a new farm when the first was worked out by their skinning methods. The first coal mining operations consisted in taking that which was easiest to obtain and then culling over the best.

The '49ers in California skinned only the richer claims of the precious yellow metal. Lumbermen used to find profit only in large specimens of choicest hardwoods.

To-day is not the day of plenty and waste that yesterday was, but the *science of getting the most out of all that is available* prevails.

Intensive lumbering—forestry—rules.

Hydraulic mining and improved smelter methods are making greater fortunes than the old pick and shovel pioneer, but out of a heretofore neglected source of revenue.

There is a parallel to the idea of overlooking a great natural resource, in the business world. The waste is being located in the untapped reservoirs of sales that unindividual sales letters have butted their thick heads against. Why not apply the "intensive farming" idea to the sales letters and follow-up? The same idea has been successfully and more widely applied to indirect advertising, but the sales letter does not always receive the attention that it should.

Potential sales possibilities to an inconceivable extent have been and will be stifled by business letters that, like water seek their level, letters that in that way wind up in the waste basket.

Stock beginnings, stock ideas formally and tritely expressed,

and stock endings that are maddening, cause the embassies of really meritorious propositions to shuffle off the coil, to die early and violent deaths.

In order to "get by," the sales letter, in this day of voluminous correspondence, must be imbued with the life and personality of the writer. It must stand out strong and unafraid, ready to look the unknown reader squarely in the eye, grasp him by the hand, and make a friend of him.

This cannot be done by letters written in words, phrases, and forms of antediluvian pedigree. The place for the dust of the centuries is in the tombs of the Pharaohs, not on the clothes of letter salesmen.

Sales letters, like living salesmen, should have individuality. Individuality must not be subordinated completely to forms or accepted methods of approach. Like flesh-and-blood salesmen, however, sales letters should not carry individuality too far and become merely self-advertising. It is the prospect's side that is interesting to him—not yours—and the appeal should be made accordingly.

Sometimes it is more irritating to read the accumulated correspondence than to hear a hurdy-gurdy all day under your window. Dull and monotonous with a vengeance!

Then out of all the mass of sameness and tiresome repetition, comes a letter that is *different*. It comes at you with purpose and determination, fairly bustling with personality.

It has its coat off and is ready for business.

It does not mince, nor bow and scrape like an old-world flunky, but it treats you as a business man and as if it expected the same kind of treatment in return.

It comes for your order—which fact it does not attempt to conceal—and it asks you for it.

If you are in the market, you probably give the order, but in any event you will admit if you are frank, that it was *real pleasure* to read such a letter. You are glad it called. It is a relief from the humdrum of the usual letter.



We want to send this handsome Specimen Book to every man who issues Booklets or Circulars.

It shows how you can add five to fifty per cent. to the selling power of your printed matter by the use of

CAMEO PAPER

—White or Sepia—for Printing—

It is one of the handsomest recent examples of the printer's art, and it shows how CAMEO enriches illustrations, deepens half-tones and dignifies type.

The absolutely lustreless surface of CAMEO is not only restful and delightful to the eye, but gives a photographic effect to half-tones which is unattainable on any other paper.

If you will write us the quantity and size of your forthcoming booklet, with some description of illustrations, we will give you suggestions whereby you can, with probably no extra cost, work a great improvement in its effectiveness.

Write us at once before it slips your mind. Free and postpaid.

S. D. WARREN & CO.,

*Makers of the Best in Staple
Lines of Coated and Un-
coated Book Papers*

Devonshire Street, Boston, Mass.

There is study and time behind that letter, and it is a real solicitor which, like your star salesman, can be depended upon to produce results. The sales letter that chants the same old mossbacked words long since deserving of old age pensions, is the solicitor that does not create new business but picks up some business by chancing in at the psychological moment. It is the salesman that half-apologetically draws, "Well, I don't suppose there is anything in my line you want to-day, is there?" and thus almost puts a NO between the prospect's lips.

Behind the best sales letter there must be a deep knowledge of our old friend "human nature," and study, and toil, and sweat. It is not the quick-born product of fluency; is not the first-at-hand thoughts you *dictate* and then forget.

Fancy a playwright composing a play in a few hours by speaking the lines rapidly to a stenographer amid constant interruptions and with countless other duties pressing for attention. The result would never get beyond the footlights and carry an audience along at will whither the author purposed by his appeal to lead it.

There should be real heartbeats in a sales letter. Stilted form and pseudo-dignity lack the reach of a letter which is human. Get away from artificiality. You can't expect tight-lacing and hobble skirts to help a Marathon runner.

The real sales letter is not a "jumble pack" of clever words. It is a product, the result of analytical study of human nature, local conditions, market, the proposition and innumerable other factors.

A personality letter is not offensive, it is businesslike and *pleases*. It *produces*; which is known to be the case because it is logical and has been tested.

Some slang is exceedingly expressive. What might be termed "dignified slang"—made so by very common usage—can sometimes be used most effectively. Hard-hitting, light-weight sentences and words are better for

business effect than long-drawn, involved literary style.

On the other hand, there is a legitimate opportunity for stylists in sales letters. The plane of such letters could in time be raised by them. There is something on the same order as the Elbert Hubbard advertisements, only, signed at the bottom rather than at the top, might not the letter then be less self-assertive and therefore more effective?

Any such literary tinge would have to be given with the same caution that should always apply to a sales letter, i.e., *save the reader's time!*

A salesman can be kept in the ante-room so long that he becomes tired out and leaves. A sales letter may have to wait an audience, too, although it can hardly be tired out. Let it enter green with verdigrised expressions and see how quickly, after all its wait, it is consigned to the same oblivion the quill pen was banished to long ago.

A too-much-neglected natural resource, the scientifically constructed form sales letter, can easily be made more compelling than even the dictated personal letter. In these letters, get away from stagnant expressions and use fresh, clean appeal if you want to impress and pull replies.

The nature lover does not tarry at the scummy frog pond, but hastens on over the hill-brow to the spring-fed lake of crystal water where the contemplation is restful and every prospect pleases.

Ink your pen with study and effort and human interest, and you will send out letters that will be *read twice*, and oftentimes saved and laid aside as samples of fine work, to say nothing of raising the sales percentage which is the real desideratum.

In a talk recently before the Milwaukee Press Club, on "Municipal Advertising," Herbert S. Houston, of Doubleday, Page & Co., made the point that the modern wide-awake city is drifting away from the bonus idea to secure manufacturing plants and is coming to rely more and more on straight-out advertising and a concrete showing of the advantages and benefits that are offered as inducements.

SAYS LAWYERS SHOULD ADVERTISE.

In *Case and Comment* Luther B. Elliott, of New York, writes under the title, "Can a Lawyer Advertise?" saying: "Notwithstanding the fact that lawyers are not permitted to advertise, every lawyer does advertise himself and his business, favorably or unfavorably, every day he lives." And then Mr. Elliott tells when, how, where a lawyer can and should advertise, and he predicts a time when business will demand as a needed convenience, that lawyers run cards in the newspapers giving reliable information in a truthful and dignified way about the lines along which they specialize.

WINNER OF MACHINE AD-SET- TING CONTEST.

In an ad-setting contest participated in by nearly two hundred daily newspapers in the United States and Canada, the Port Huron (Mich.) *Times-Herald* has been awarded first prize in the first class—a purse of \$250 in cash, which is distributed among the type-setters who had the work in charge, and \$250 in equipment, which goes to the *Times-Herald*. The honor was offered by the Mergenthaler Linotype Company, and was sought by 174 progressive newspapers in the country.

The successful advertisement occupied a full page. Its principal feature was a large Christmas bell executed entirely in linotype composition.

THERE is one simple and accurate kind of circulation statement—NET SOLD describes it. No returns, excluding exchanges, samples, advertisers' and employes' copies. Everything not paid for deducted. That is the only kind of statement made by

**The Chicago
Record-Herald**

New York Office, 437 Fifth Ave.

Wanted Copy Writer

By Large Canadian Agency

A man with a successful record in outlining campaigns and writing copy on products handled through retail stores.

Must be able to meet large customers, willing to do some travelling and take a general healthy interest in the growth of the business.

Amateurs and unreliable workers need not apply, nor men who have "helped" to get out good stuff.

Married man preferred.

The salary will induce the right man to change.

Address Box "C. L. C.," Printers' Ink.

NEWSPAPER VIEW OF SMALL DEALER PROBLEM.

MANUFACTURERS MIGHT ELIMINATE A LARGE SOURCE OF WASTE IF THEY WOULD STUDY THE VIEW-POINT OF THE DEALER IN THE SMALL CITIES AND TOWNS—VIEWS OF A NEWSPAPER MAN WHO HAS INVESTIGATED CLOSELY.

By C. B. Cabaniss,

Advertising Manager, Norfolk (Neb.)
Daily News.

I have just rounded out a year as advertising manager of a country newspaper in a town of six thousand. During this time I have had intimate association with the merchants of the town. I have come to learn and understand the small town dealer and his problems and I have also learned many new things about advertising.

I have learned: First, that the small city dealer of this day and time is no fool; he doesn't fall for every thing a manufacturer or the traveling man tells him. He is a shrewd, keen, busy business man, who thinks for himself and is worthy of as much consideration by the manufacturer as the big city merchant.

I have learned from a personal canvass of "likely" magazine readers, such as the merchants, bankers, lawyers, doctors, real estate and other business men of the town that there are not nearly as many magazine readers in a town of this size as I believed there would be. To give you some figures. An average of one hundred and fifty copies of that most popular weekly are sold here every week at the news-stands. There are at present fifty subscribers receiving their copies through the post-office. Of all the so-called national mediums this weekly has the largest circulation in this town.

I have learned that an advertisement in a medium of national circulation doesn't have enough effect in a community of this size to produce the results for which the advertisement was written. Here is how I learned that: Be-

lieving that an advertisement in the weekly above referred to would have more effect on the people in this community than an advertisement in any of the other mediums with not nearly so much circulation, I confined my experiments and observations to this medium. Now, I thought the best and most accurate way to trace any results that might be produced by this medium in this community would be to watch the results produced by those propositions advertised in which some inducement or offer to give something was made to get the reader to call for the article advertised or present a coupon to the local dealer. Several propositions of this kind appeared in this medium during the past year. The greatest number of replies received in any case for any proposition was ten. These were distributed between the four druggists here, and the offer was a free cake of soap upon presentation of a coupon. Now, from all appearances, this advertiser was after more dealers, but his advertising will have to have more effect and create a larger demand for his product in this town, if he wants to line up any of the other dealers here or materially increase the sales of the dealer he already has.

I have learned that the small town dealer doesn't read circulars, folders, house-organs, circular letters and the many other forms of advertising literature he receives every day, with the avidity he is supposed to. Many a day during the past year, after I had become better acquainted with and won the confidence of the merchants here, and they allowed me to hang around while they were opening their mail, have I seen pretty folders, striking circulars, unopened house-organs and circular letters thrown straight into the waste basket. Oh, you advertising men in the large cities, who get up all these pretty things for the dealer, if you would only leave your desks and your handsomely furnished offices for a week or so and come out here, or go any place and stay for awhile among the people

whom you are appealing to and endeavoring to influence, I am confident your observations would well repay you for the time spent. I have often thought that if I could only get a moving picture of one of these dealers in the act of opening his mail, and then give illustrated lectures before the advertising clubs of the country, I could materially reduce that annual advertising waste of—How many thousands of dollars is it?

I have learned that the dealer is not keen to use those electros sent him by the manufacturer in which all the talks are about the manufacturer's product and there is only a small space cut out for the dealer's name and address. There is another source of waste, these electros that are never used by the dealers to whom they are sent. If a manufacturer wants to have his cuts used he should have them made up in single- or double-column size, just a cut of the article itself. He can have his name or trade-mark attached, but cut out all the talk. The dealer can and will use this kind of cut along with others and tell about the article in his own words in his local newspaper ad, and what the dealer says about these articles will have more effect on his customers than anything the manufacturer says about them.

These are some of the things I have learned during the past year. You must remember that they are from experience, for I am out here living and associating with

the very people, small town dealers and consumers, whom the advertising man with the manufacturer in the large city is trying to influence and win trade from. The advertising man in the big city is on the firing line. I am out here among those being fired at and I get a right-on-the-spot view of the effects and results of his work.


Now, there are several deductions that can be made from these observations; I want to make one right here. Why wouldn't it be more profitable for a manufacturer to take the money he is now spending for literature to the dealer and spend it for advertising in the dealer's local paper? As it is now the manufacturer spends thousands of dollars for circulars, etc., for the dealer, telling him about all the national advertising he is doing and urging the dealer to send in his order. Now, believe me, a manufacturer doesn't have to spend his money urging a dealer to buy his goods if a demand is created and the dealer has enough calls for the article to warrant him stocking it.

The easiest and quickest way to get a dealer's order is to send people to his store asking for your article. This can be done by advertising in his local paper and not by bombarding him through the mail with circular letters, booklets, house-organs, etc. In other words, instead of spending money on the dealer, why not spend it on the consumer?

1847 ROGERS BROS  **X S TRIPLE**

★ **"Silver Plate that Wears"**

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.



Catalogue "P" shows all designs

MERIDEN BRITANNIA CO.
 (International Silver Co., Successor)
MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO

The Little Schoolmaster's Classroom

"Use plenty of white space" has many times been the answer to the question: "How can I get effective displays?"

The advice, like many other bits of advice, is good only when applied with considerable judgment. Some of the most horribly displayed advertisements are those that abound with white space; the trade and technical journals in particular are full of such advertisements.

Example No. 1 is a good illustration of the common mistake of scattering white space all around among the various display lines and paragraphs of body matter, and even between the letters of the displays. In Example No. 1 the copy is a series of statements that make up no well-connected story, and it would be practically impossible for the printer to make a strong advertisement out of the copy. The effect of spacing out a display line in the way that *quality* is spaced out is injurious to readableness.

Example No. 2 is another case where the advertiser or the printer meant well but failed signally. The subject of the advertisement is one that requires liberal white-space treatment, and enough space was used to produce a high-grade jewelry advertisement. But the matter is set in four or five different measures, with each little bit of copy centered up in time-honored job-printing style. So many advertisements are practically ruined by the practice of centering a great many things and having the margins very ragged. It is well enough for a display or two to be centered, but the eye reads very much more easily text that is set in a good plain uniform measure. Example No. 2 affords an illustration also of a poor choice of types. The top and the bottom displays in the heavy Gothic would be more appropriate for a manufacturer of pile-drivers

than for a Fifth Avenue jewelry store. The paneled center display in the italic is not good. The remaining face of type is exceedingly appropriate, and had the printer stuck to that and made his measure a little more uniform, the result would have been far different.

Example No. 3 is a very fine example of judicious use of white space and appropriate typography. The page has such a high-grade appearance that the very classical

Q U A L I T Y

The Distinguishing Feature of

THE OHIO FARMER

Cleveland, Ohio

Established 1868 120,000 Subscribers

and

THE MICHIGAN FARMER

Detroit, Mich.

Established 1841 80,000 Subscribers

30,000 SUBSCRIBERS RECOGNIZE IT by paying the subscription price always in advance

THE BEST ADVERTISERS HAVE RECOGNIZED IT FOR YEARS by using its advertising columns regularly

EXAMPLE NO. 1.

appearance has strong, attractive value in addition to affording perfect "association of ideas."

Recently the following criticisms were made on this Tiffany page: that the name of the firm had better be at the bottom and that the top display should incorporate some selling feature; that the top display was hardly strong enough; that the text matter in all-caps was hard to read and should be changed to upper and lower case of a small size so that more details of some of the goods could be given; that the missing periods should be restored; that the use of white space was too liberal; that descriptions and prices of some goods should have been given; and that it was unwise to make a point of the fact that the *Blue Book* contained no illustrations.

The Schoolmaster does not think

that any of the criticisms were well taken. The strongest asset of Tiffany & Co. is the name Tiffany; it probably has more attractive value than any piece of goods Tiffany & Co. might ever offer. The hand-lettered capital text is classical and in perfect keeping with the character of the

HOWARD & CO.

JEWELERS SILVERSMITHS

PEARL AND DIAMOND JEWELRY
Recent additions in the latest Parisian designs

OLD ENGLISH SILVER
Large Importations

Until January 1st
we offer our large
stock at a uni-
form reduction of **10/0**

MODERN SILVERWARE
English and American

GOLD JEWELRY
Ranging in price from \$5 to \$100

FRENCH NOVELTIES
Exquisite goods: leather articles: fans: clocks:
opera glasses, etc.

FIFTH AVENUE AND 47TH STREET

EXAMPLE NO. 2.

store. The missing punctuation is not needed; the omissions add to distinctiveness. It is evidently not the object of the advertiser to feature certain jewelry but to strengthen a general impression and to induce a call for the Tiffany *Blue Book*. To feature certain articles at attractive prices would be a step down from the Tiffany plane to the level of the bargain jewelry store.

As Tiffany has for years advertised that the *Blue Book* contains no illustrations, the firm has undoubtedly found that the advertising of this point cuts off idle inquiries—requests from people that merely wish to look at

624 Advertisers

Many of whom are the cleverest space buyers in the U. S., bought space in the February issue of the

Southern Planter

RICHMOND, VA.

This old-established magazine has been the recognized Leader in its section for 71 years.

Advertisers' Gut Book



Ideas That Hit the Mark

Unusual illustrations in one and two colors—full of life and action—1,000 catch-line suggestions.

Price 25c—and worth it.
Your book is ready.

MOONEY-DICKIE CO., Illustrators, St. Louis, Mo.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price, \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 Vols. for year, \$8.

Printers' Ink

pictures of expensive jewelry. The very name, *Blue Book*, is in keeping with the general tone of the advertisement; *catalogue* would not sound like Tiffany.

The only change the Schoolmaster would make in this advertisement, if he had the privilege of changing, would be to make the heading read: "The Tiffany Blue Book" instead of merely "Tiffany & Co." This heading would retain the value of the word *Tiffany* while at the same time adding the attractive value of *Blue Book*.

TIFFANY & CO

EXPERIENCE HAS PERFECTED
TIFFANY & CO'S PRODUCT
ESTABLISHED THEIR STANDARD
MADE THEIR REPUTATION AND
PROVED THEIR GUARANTEE

PRECIOUS STONES JEWELRY
PEARLS WATCHES CLOCKS BRONZES
LAMPS SILVERWARE CHINA
GLASS LEATHERS STATIONERY

THE TIFFANY BLUE BOOK WILL
BE SENT UPON REQUEST. IT IS
FULL OF INFORMATION BUT
CONTAINS NO ILLUSTRATIONS

FIFTH AVENUE & 37TH STREET
NEW YORK

EXAMPLE NO. 3.

Example No. 4 is an illustration of costly use of white space in a mail-order advertisement. Such treatment is likely to turn into a failure an advertisement that might otherwise bring back cost and a little profit. When space costs from \$2 to \$6 an agate line, a very little lax treatment will send the mail-order advertisement over the line between success and failure. The top display here is very poorly arranged; an advertisement of this size should not have six or seven lines of top display, even if the words were grouped with a view to easy reading, and these words are not so grouped. There seems hardly an excuse for using two illustra-

tions that are almost exactly alike. Granting that possibly the peculiar neck and head of the ostrich may draw unusual interest, it must be conceded that balance could have been secured just as well by having one of the illustrations a fine plume.

Creative California Ostrich Feathers are
Available in all Colors

Cawston

Ostrich Feather Souvenir Catalogue

and Price List

Sent Free on Request

OSTRICH feathers are very fashionable again this spring—all the craze in Paris. When you buy a plume you will be as much better pleased if it is a Cawston feather from California. Captured seven first prizes at world's exhibitions in competition with African and all other feathers.

Our illustrated Catalogue tells how you can have ostrich feathers direct from the producer without having to pay import duty or an importer's profits, and how you can get your old feathers dyed and reworked or made over into the beautiful new colors.

Write today for a copy

Cawston Ostrich Farm
P. O. Box 70, South Pasadena, California
Established 1886—a quarter of a Century Achievement

EXAMPLE NO. 4.

Example No. 5 is a rough sketch, showing how the same copy could be displayed with considerable strength in a one-column advertisement. True, the superior size of Example No. 4 gives it an apparent advantage, but the display in Example No. 5 is caught more easily by the eye,

Ostrich Feather Souvenir Catalog Sent Free



**Cawston Feathers
Take First Prizes**

Cawston Ostrich Farm
Box 70, S. Pasadena, Cal.

EXAMPLE NO. 5.

and it is doubtful that the two-column arrangement would bring double the returns of the single-column advertisement. The body matter would have to go in six-point in the single-column advertisement, but six-point is good for a mail-order advertisement of this size printed on fair paper.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE, by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. L. Maclean Beers, publisher.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

8¢ Posts R.I.
Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency... Providence R.I....

BUSINESS OPPORTUNITIES

Isle of Pines, W. I.

FOR SALE a five Weekly English Newspaper proposition, with good subscription list, steady year round advertisers and plenty of job work. Write **L. MACLEAN BEERS, Box 1078, Havana, Cuba.**

COIN MAILERS

LEONARD COIN MAILING CARD

Used in soliciting letters and brings the money to you. People answer because they can send money easily and know it is safe. Try them and be convinced. Sample dozen box, postpaid, \$60 for 75c, postpaid, \$100 with any printing, \$1.25-5M \$20.00, F.O.B. Detroit.

THE DETROIT COIN WRAPPER CO.
389 Harper Avenue, Detroit



FOR SALE

FOR SALE—GOSS MOLDING MACHINE. Excellent condition; nearly new; built for individual motor drive. Big Bargain. Address, **GAZETTE, Colorado Springs, Colorado.**

FOR SALE—One Hoe Perfecting Newspaper Press, with complete Sterotyping Outfit and twelve form tables, capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office, **CHESTER TIMES, Chester, Pa.**

FOR SALE: Cottrell Cylinder Press, rear tapeless delivery, 42 x 56 inch bed, four track, four form rollers, back up and trip motion, air springs, overhead steam fixtures. First-class condition. Cost \$3,500.00 new. Price \$600.00 cash as it stands. **JNO. T. MILLIKEN & CO., St. Louis, Mo.**

FOR SALE—Two Linotype Machines, single letter, in good condition. Matrices, 7 point No. 2, also in fairly good shape. Individual motors. Machines are running every day and doing splendid work. Can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES, Chester, Pa.**

HELP WANTED

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

WANTED—Young man who has had experience in keeping advertising records and attending to clerical details, and is accurate and systematic. Neat and intelligent stenographer and typewritist. Salary moderate to commence, but to the right person who has aptitude there is a good opportunity to grow into the advertising business, and be in a position to deserve and receive promotion. Address "AGATE," Box 103, Madison Square, New York.

Artist Wanted to do line and

brush work in designing advertising. \$125.00 per month. Apply with samples, JACOBS & COMPANY, Clinton, S. C.

TWO of the leading mechanical trade papers want some hustling subscription men. Exclusive territory given and mighty good money can be made. They can be worked in connection with another line if wished. Address, "BOX 333," care of Printers' Ink, New York City.

Top notch New York evening newspaper wants two able solicitors, one for general work and one for real estate. Must have had New York experience. Good pay. Write, stating age, experience, present work, etc. Box "EY."

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.
Fenton Label Co., Phila., Pa.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

NEWSPAPERS AND AGENCIES, attention! I'm 21; have four years' publishing experience, and possess ability for Newspaper and Advertising work and Newspaper Sketching. Seek good opportunity anywhere in world. "PROGRESSIVE," care of Printers' Ink, New York.

NEWSPAPER needing Advertising Manager with grit and ginger, can secure my services. Executive and copy writing ability, able to get new contracts and assist present advertisers. Long newspaper and department store experience. American, 35, married; good habits and address. Employed, but want connection with a future. "HUSTLER," care Printers' Ink.

CIRCULATION MANAGER—Alert, forceful, hard worker with wide and successful experience in all branches of circulation work is open to a new proposition in about three weeks. Has a good fund of original ideas, the ability to prepare forcible and striking copy, and handle all details of circulation work. Qualified by experience and ability to assume full business management of class or trade publication. Address "CIR," care of Printers' Ink.

COMMON SENSE Copy Writer. Strong, selling copy. Exceptional labours. Practical knowledge of printing, illustrating, and photography. Agency and department store experience. Salary \$25. Age 26, married. Ready immediately. Address, "IMMEDIATE" care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

PUBLISHERS' BUSINESS OPPORTUNITIES

Experienced Newspaper Publisher desires to purchase well established weekly or 1/2 interest. 1/2 interest preferred with an active man as partner. Interest must give an annual income of at least \$1,500. \$3,000 to \$10,000 cash available for the purpose. Proposition No. 93, C. M. PALMER, Newspaper Broker, 277 Broadway, New York.

Order your Bound Volumes of PRINTERS' INK for 1911 NOW!

Keep your records intact. Complete files of **PRINTERS' INK** are invaluable as a source of information and reference. But unbound copies get lost—and cannot be replaced.

PRINTERS' INK is bound every Quarter, handsomely, serviceably, in black cloth over heavy board, with gold lettering. Four volumes a year, at \$2 each. \$8 a set.

The number is limited. Make sure of yours by ordering now.

PRINTERS' INK PUBLISHING CO.
12 West 31st Street New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average Dec., 1910, 18,126 dy; 24,305 Sun. Guarantees dy. 3 times, Sun. 4 times the net paid circulation of any other Montgomery newspaper.

Montgomery, *Journal*, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, *Post*, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

This absolute correctness of the latest circulation rating accorded the Denver *Post* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, *Morning Telegram*, daily average for Dec., 1910, sworn, 13,861. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

Meriden, *Journal*, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,763, 5c.

New London, *Day*, ev'g. Average 1910, 6,892. Makes New London a one paper city.

Norwalk, *Evening Hour*. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, *Republican*. Average for 1909, daily, 6,651; Sunday, 7,031.

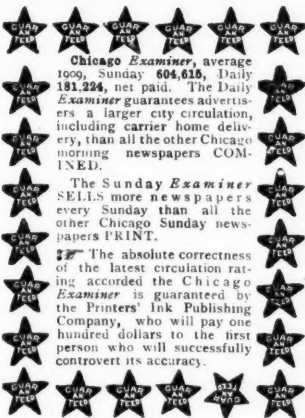
ILLINOIS

Champaign, *News*. Leading paper in field. Average year 1910, 8,154.

Joliet, *Herald*, evening and Sunday morning. Average for 1910, 7,551.

Peoria, *Evening Star*. Circulation for 1910, 21,143.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.



Chicago *Examiner*, average 1909, Sunday 604,615, Daily 131,224, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average 1910, 11,786. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Dubuque, *Times Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,424.

Washington, *Eve. Journal*. Only daily in county. 2,009 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. D. av., '09, 6,873. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington *Herald*, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,266.

MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos. '10, 79,234; Sun., 102,476. No return privilege

Baltimore, *News*, daily. News Publishing Company. Average 1910, **\$2,405**. For Jan., 1911, **\$0 292**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (☉☉). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1910, **183,720**—Dec. av., **188,843**.

Sunday

1910, **321,878**—Dec. av., **330,717**.

Advertising Totals: 1910, **7,923,108** lines

Gain, 1910, **556,831** lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, *Daily Post*. Greatest January of the *Boston Post*. Circulation averages: *Daily Post*, **331,477**, gain of **46,268** copies per day over January, 1910. *Sunday Post*, **300,519**, gain of **42,717** copies per Sunday over January, 1910.

Human Life, The Magazine About People. Guarantees and proves over **160,000** copies monthly

Lawrence, Telegram, evening, 1910 av. **8,843**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, **16,522**; 1908, **16,396**; 1909, **16,559**. Two cents.

Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality

Salem, Evening News. Actual daily average for 1910, **18,763**.

Worcester, Gazette, evening. Av. '10, **17,802**. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. **\$0,000**.

★ *Jackson, Patriot*, Aver. year, 1910, daily **10,720**, Sunday **11,619**. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), **25,806**.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, **103,916**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



CIRCULATI'N Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,260**. Average circulation of Sunday *Tribune* for same period, **51,523**.



by Printers' Ink Publishing Company



Minneapolis, *Journal*, Daily

and Sunday (☉☉). In 1910 average daily circulation evening

only, **77,348**. In 1910 average

Sunday circulation, **80,655**.

Daily average circulation for

Jan., 1911, evening only,

78,210. Average Sunday circula-

tion for Jan., 1911, **82,323**.

(Jan. 1, 1908, subscription rates

were raised from \$4.80 to \$5.00

per year cash in advance. The

Journal's circulation is absolutely

guaranteed by the Printers' Ink

Publishing Company. It

goes into more homes than

any other paper in its field.



Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, **\$4,455** A A A.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1910, **125,109**

NEBRASKA

Lincoln, *Deutsch-Amerikaner Farmer* weekly. **140,231** for year ending Dec. 31, 1910

Lincoln, *Press Press*, weekly. Average year ending Dec. 31, 1910, **141,048**.

NEW JERSEY

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 10-'07, **20,270**; '08, **21,326**; 20-'09, **19,062**; March, '10, **20,263**.

NEW YORK

Albany, *Evening Journal*. Daily average for 1910, **17,769**. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **84,558**.

Buffalo, *Courier*, morn. Ave., '10 Sunday, **86,737**. daily, **46,284**; *Enquirer*, evening, **32,278**.

Buffalo, *Evening News*. Daily average for 1908, **94,033**; 1909, **94,307**, 1910, **94,232**.

Gloversville and Johnstown, N. Y. *The Mirror Herald*. Daily average for 1910, **6,104**.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, **8,718**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.



NEW YORK CITY

The Automobile and Motor Age. Largest Single non-duplicating power for business in the Automobile field. Class Journal Co., N. Y., Chicago.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1910, **7,668**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, **25,663** (☉☉).

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,541**; August, 1909 issue, **20,000**.

The World. Actual average, 1910, Morning, **362,108**. Evening, **411,320**. Sunday, **467,664**.

Poughkeepsie, *Star*, evening. Daily average year, 1910, **6,710**; last four mos. 1910, **6,187**.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1910, **19,246**. Benjamin & Keutner, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average July, Aug., Sept., **14,271**. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, **32,458**; Sunday, **40,922**.

Troy, Record. Av. circulation 1910, (A. M., **5,102**; P. M., **17,657**; **22,759**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1910, **2,626**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, **15,487**.

NORTH CAROLINA

Charlotte, News. Evening and Sunday. Aver., 1909, **7,346**. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, Normandean. Norwegian weekly. Actual average for 1909, **9,480**.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, **80,938**; Sunday, **103,586**. For Jan., 1911, **85,479** daily; Sunday, **119,350**.

Youngstown, Vindicator. D'y av., '09, **10,338**; LaCoste & Maxwell, N. Y. & Chicago.

OREGON

Portland, The Evening Telegram is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 153 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the year of 1910 it shows a gain over 1909 of 64,801 inches, equal to 3,243 columns, or 463 pages. The foreign advertising gain was 2,435 inches and the classified 14,125 inches. Sworn average circulation for Dec., 1910, **31,311**.

PENNSYLVANIA

Erie, Times, daily. **21,269** average, Dec., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, Tribune. Average for 12 mos. 1910, **13,328**. July, 1910, **13,462**. Only evening paper in Johnstown.

Philadelphia, Confectioners' Journal, mo. Average 1908, **5,517**; 1909, **6,522** (©).

Washington, Recorder and Observer, circulation average 1910, **13,396**; Jan., '11, **12,621**.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1909, **15,860**. In its 36th year. Independent. Has Chester Co., and vicinity for its held. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; only daily in Luzerne County to permit A. A. examination this year. Examination showed **17,300** net for last six months, gain of **3,155** net in two years. **York, Dispatch and Daily**. Average for 1910, **18,787**.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation 12 mos. ending Dec. 31, '10, **19,823**—sworn.

Providence, Daily Journal. Average for 1910, **22,788** (©). Sunday, **30,771** (©). **Evening Bulletin**, **48,323** average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, **5,423**.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1909, **5,311**. July, 1910, **6,964**.

TEXAS

El Paso, Herald, day 1910, **11,351**. Only El Paso paper examined by A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1910, **5,625**. Examined by A. A. A.

Burlington, Free Press. Daily average for 1910, **9,112**. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1909, **3,348**. Only Montpelier paper examined by the A. A. A.

St. Albans, Messenger, daily. Average for 1909, **3,184**. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Aver. Dec., 1910, **4,178**; Jan., '11, **4,284**. Largest circ'at'n. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of **64,741** daily, **84,203** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910, **12,328,918** lines, beating its nearest competitor by **2,701,284** lines.

Tacoma, Ledger. Average year 1910, daily, **18,967** Sunday, **27,348**.

Tacoma, News. Average for year 1910, **19,212**.

WISCONSIN

Janesville, Gazette. Daily average, Jan., 1911, daily **5,662**; semi-weekly, **1,810**.

Madison, State Journal, daily. Actual average for Jan., 1910, **9,960**.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for 1910, **41,897**. Average daily gain over 1909, **4,775**. *The Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, The Milwaukee Journal, (eve.) Daily Av. circ. for 12 mos., **63,268**. Jan. gain over 1910, **3,906**. City circulation double that of any other Milwaukee paper. Flat rate 7c. per line. In over 60% of Milwaukee homes. C. D. Ber-tolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdal, 356 Fifth Avenue, N. Y. City.

Oshkosh, Northwestern, daily. Average for year 1910, **10,062**. Examined by A. A. A.

Racine, Daily Journal. Dec., 1910, circulation, **5,517**. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis. Established 1877. Actual weekly average for year ended Dec. 31, 1910, **61,827**. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average year, 1909, daily, **5,125**; semi-weekly, **4,994**.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1909, daily, **40,890**; daily Dec., 1910, **50,508**; weekly 1909, **27,050**; Dec., 1910, **28,144**.

Winnipeg, Der Nordwestern, Canada's National German weekly. Av. 1910, **18,484**. Rates 50c. in Winnipeg, *Telegram*, dy. av. Jan., '11, **35,875**, (Saturday av., **37,537**). Farmers' Weekly, same period, **30,000**.

QUEBEC, CAN.

Montreal, La Presse. Daily average for November 1910, **101,139**. Largest in Canada

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

GEORGIA

Atlanta *Constitution* (OO). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville *Courier-Journal* (OO). Best paper in city; read by best people

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston. Boston, *Textile World Record* (OO). Reaches the textile mills. 6,000 guaranteed circulation. Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York *Times* (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1911, sworn net average, Daily, 80,564; Sunday, 169,323.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (OO), a conservative enterprising newspaper without a single rival.

TENNESSEE.

The Memphis *Commercial-Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle *Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (OO) and The *Evening Mail*. Circulation 18,768, Flat rate.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis Star is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec. 31, 1910, 2,513,483 lines of classified advertising. Rates: 1 cent a word, cash with order; by Printers' or 10 cents a line, where charged Ink Pub. Co. —daily or Sunday.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Jan., 1911, amounted to 161,252 lines; the number of individual ads published were 20,763. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 16,422 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 60% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 35,948. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Business Going Out

The Dunlap-Ward Advertising Company, Chicago, last week closed contracts with newspapers and Middle West farm journals for the advertising of the United States Tire Company of New York. The newspaper campaign opens with a full page in Sunday issues February 26, announcing the association of Hartford, Continental, G & J and Morgan & Wright interests in one great manufacturing and selling organization. The year's campaign, as planned thus far, will be very extensive, embracing, besides newspapers and farm journals, a strong magazine campaign and outdoor advertising.

The Boston *Sunday Globe* has taken on the monthly magazine section, the first number being sent out with the *Globe* in its issue of February 12. Half-page copy has been used in all the Boston papers to advertise this fact, and it is rumored that a campaign will also be conducted in other New England dailies.

Walter L. Weeden, Worcester, Mass., is using a list of agricultural papers and daily papers for the advertising of Swift's Lowell Fertilizer Company, the New England Fertilizer Company, the Essex Fertilizer Company and Parmenter & Poley Fertilizer Company.

The *Furniture Dealer* is a new monthly trade paper published at Minneapolis with Charles A. Goings as editor and B. F. Foster as manager. It publishes articles of interest to dealers in house furnishing, to funeral directors, etc.

The A. W. Ellis Agency is considering mediums for next year's advertising of the American Fountain Pen Company for Moore's Non-Leakable Fountain Pen.

This agency has been sending out large copy for the financial advertising of Turner, Tucker & Co., Boston bankers. Daily newspapers are used.

The Cunard Steamship Company is asking rates from newspapers. The business will be placed by the Boston News Bureau.

The J. Walter Thompson Company has taken 5,000 lines for a year in Western papers for the Chicago, Burlington & Quincy Railroad.

"Tokalon" will be advertised in the Western papers to the extent of 5,000 lines for the year. The Siegfried Company is handling it.

Contracts calling for thirty lines fifty-two times in Pacific Coast papers are being sent out for Santal Midy by W. W. Sharp.

Renewals for the advertising of the Boston Garter and Velvet Grip hose supporter are being sent out by the H. B. Humphrey Company, Boston, as fast as the contracts expire. A large list of women's magazines and general publications is used with fifty-six-line copy.

The Walter C. Lewis Company, Boston, is sending out orders for Walker & Pratt, manufacturers of "Crawford Ranges." Contracts are for twenty inches seventy-eight times in daily newspapers generally.

Plans for the advertising of the United States Cartridge Company have been completed and general mediums will be used through the George Batten Company.

The Howard Duster Company, Boston, is using women's publications for the advertising of the "Howard Dusterless Duster." The business is placed direct.

It is understood that Frank Seaman Inc. has closed a contract with the Bausch-Lomb Optical Company, of Rochester. The usual space will be taken.

The William R. Moore Company, of Memphis, is sending out contracts for 1,000 inches for one year in the South, through the Pettingill Flowers Agency.

N. W. Ayer & Son are making plans for a general campaign on "Hodgson Portable Houses." The business is handled by the Boston office.

Hunyadi Janos is taking twenty-eight lines seventy times in papers of the Middle West. E. P. Remington is placing the business.

Mr. Haddie, formerly of the Shumway Agency, has severed his connection with that agency and is now with the L. B. Spafford Agency.

The J. T. Milliken Company is sending out through the Blumenstock Agency 5,000 lines to run in Southern and St. Louis papers for a year.

The Atlas Motor Car Company, Springfield, Mass., are using page copy in a small list of magazines through Lord & Thomas.

The Southern Cotton Oil Company is taking 5,000 lines in Southern papers through Johnson-Dallis.

Kahn & Frank, New York City, will begin soon a large advertising campaign in the New York City papers with "Knox Knit" hosiery. The space will run from 800 lines down per insertion. The campaign is being handled through the J. Walter Thompson Company.

Dexter Bros., manufacturers of shingle stains and varnishes, are sending out renewal orders to a list of general publications through the Boston office of the J. Walter Thompson Company. Fifty-six line copy, running five times, is used.

The Londonderry Lithia Water Company, Nashua, N. H., will decide upon their advertising campaign for this year within a short time. This business is now handled by Mr. Kurtz, of the Philadelphia office of N. W. Ayer & Son.

Clinton Jordan, of the Shumway Agency, has secured an appropriation from the Randall Faichney Company, to advertise its "Jericho" automobile horn. Contracts have gone out to a list of general magazines and trade papers.

The Chicago & Alton Railroad is sending out, through Lord & Thomas, 20,000 lines for Middle Western papers. The same agency is forwarding 5,000 lines of Chicago, Burlington & Quincy Railroad copy for the South.

Blumenstock Bros., St. Louis, are sending out orders to a list of high-grade women's publications for the Embroidery & Import Company, same city. Orders for eighteen lines display are going out for March numbers.

A few mediums carrying real-estate departments are receiving copy for the advertising of George H. Cooper, Pittsfield, Mass. Contracts go through Wood, Putnam & Wood.

The F. P. Shumway Company is handling the advertising of M. Steinert & Sons in New England papers. Towns are used where the concern has local stores or representatives.

Gavet & Porter, Boston, Mass., are advertising the stock of the D. C. Heath Company. General publications are used through the Cowen Company, same city.

The Spafford Advertising Agency, Boston, is handling all of the magazine advertising of William Leavens, manufacturer of high-grade furniture.

The Goulston Agency is also handling the advertising of the Empire Furniture Company, New York. Mail-order and Sunday papers are used.

The American Safety Razor Company has closed contracts for two Southern papers through the Federal Agency. Other papers may be added.

The F. Wallis Armstrong Company, of Philadelphia, which has been handling the advertising of the Bordentown Military Institute for the last four years, is preparing plans for an extensive campaign in the leading magazines for next season.

The Lansing, Mich., *State Republican* has absorbed the only other paper in town, the *Journal*, and will hereafter be published as the *Journal-Republican*. H. J. Baker continues as business manager and M. C. Watson, of New York, as Eastern representative.

Ernest Butler, of the Cowen Company, Boston, has secured the advertising account of the William Carter Company, Highlandville, Mass., manufacturers of Carter Underwear. A list of general publications is being considered.

Contracts are going to a list of general magazines for the advertising of E. L. Rowe & Co., Gloucester, Mass., manufacturers of "Gloucester Hammocks." The account is handled by George Batten Company.

The Hoyt Agency, of New Haven, Conn., is sending out orders to general mediums for the advertising of the New Haven Clock Company. Fifty-six-line copy is used.

Additional general publications are being considered for the advertising of Cabot's Shingle Stain, Boston. The contracts are placed by the local office of the Wyckoff Advertising Company.

Space is being taken for the Barrett Specification Company and for "Tarvia" in technical papers and general mediums through the A. W. Erickson Agency, New York.

The P. F. O'Keefe Agency, Boston, is handling an appropriation for the advertising of Landers, Frary & Clark, New Britain, Conn. General publications are favored.

The William Underwood Company is planning a spring and summer campaign for "Underwood hams." The account is in the hands of Street & Finney, New York.

Additional renewal orders for the advertising of the George Frost Company are being placed by the H. B. Humphrey Company, Boston, Mass.

The Reversible Collar Company, Boston, is considering general mediums for its 1911 advertising. The account will be handled by Walter B. Snow.

Detrick is sending out contracts for 5,000 lines during the year in Southern papers. The account is being handled by Guenther-Bradford & Co., Inc.

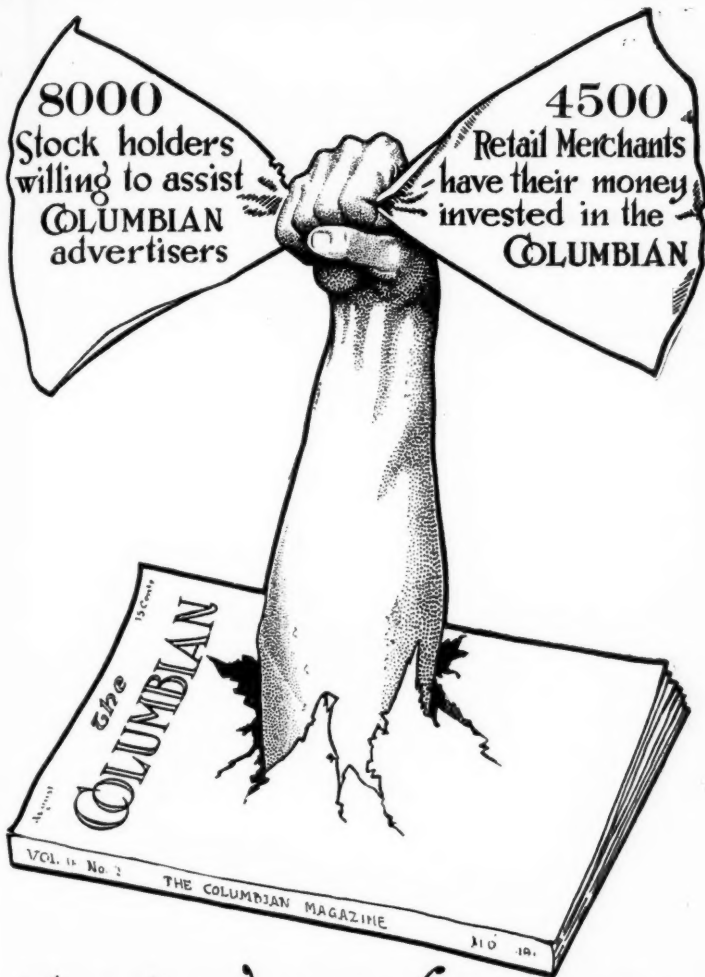
Chappelow Advertising Company, St. Louis, is renewing contracts for the advertising of "3-in-1" Oil Company, New York.

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The Strong Arm of Business COLUMBIAN MAGAZINE

H. C. Daniels
New England Rep.
Barristers Hall
Boston, Mass.

P. M. Raymond
Advertising Manager
1 Madison Avenue
New York

Hugh Kapp
Western Adv. Manager
Peoples Gas Building
Chicago

This is a special message to firms whose goods are on sale in Canada, but whose Canadian business is comparatively small.

Is there any reason why you should not do a far greater Canadian business? You can sell here with profit, otherwise you would not sell at all. Then why are your sales so far below the possibilities of a market of over 8,000,000 highly prosperous people?

Probably for this reason: you advertise nationally in the United States, using both magazines and newspapers. But in Canada your goods are not advertised except in the small scattering of American newspapers and magazines that find their way across the border.

You know the possibilities of this field. If you don't you ought to. A country whose population has increased over 50 per cent in ten years is worthy of a very thorough acquaintance.

To furnish you with this information we are publishing a small monthly magazine called the "Advertisers' Bulletin," whose mission is to supply exactly the kind of information you want about Canada and Canadian trade conditions.

If you want to see this interesting little publication,—if you want it to come regularly to your desk, keeping you supplied with the most complete and reliable facts about Canadian conditions and opportunities,—fill out the coupon below, and mail to

LA PRESSE

"Largest daily circulation in Canada without exception."

MONTREAL, CANADA.

Send
"Advertisers'
Bulletin" to

Represented in the United States by

W. J. Morton Company
Brunswick Bldg., New York.
Hartford Bldg.,
Chicago.

Name.....

Firm Name.....

Address.....